



Club 17 Africa

SDGs Clubs Challenge 2019

Judging Criteria

Each team submission will be evaluated based on the following judging criteria.

Project Proposal (25 points)		Score
10	The need for the project is adequately justified	
5	It works towards a targeted goal(s) of the UN Sustainable Development Goals	
5	The team clearly explains why their idea is innovative and different	
5	Project description and conclusion	

Pitch Video (35 pts)		Score
5	All team members participated in the pitch	
5	The team presented themselves and their inspiration for participating	
5	The team members are able to clearly communicate their project proposal	
5	The pitch contains elements of storytelling and is engaging	
5	The presentation is well thought-out and convincing	
5	After seeing the pitch video you are able to understand how the project works and why it counts	
5	After seeing the pitch video you understand who this project benefits and how	

Sustainability and scalability (40 points)		Score
5	The overall project has been demonstrated by the team to meet all the criteria outlined above	
5	Evidence of implementation of solution	
5	The competitive advantage of this project (what sets it apart from the rest) has been clearly identified	
5	There is a basic business model included and explained in the presentation	
10	The project I am sure it has the potential to succeed	
10	The project impact is viable	

TOTAL SCORE (100 points)		Score
25 pts	Project Proposal	
35 pts	Pitch Video	
40 pts	Sustainability and scalability	
TOTAL TEAM SCORE		