Davis Product Convention W26 Rubric

1. **Knowledge of Market (10 Points)**
    a. Have they identified a *specific* educational experience?
    b. Does the team demonstrate a deep understanding of student needs, the academic environment, and the broader educational ecosystem?
    c. ***Bonus points for conducting user/client research*
2. **Problem Definition (20 Points)**
    a. Have they clearly articulated a problem statement?
    b. Is the problem being solved *specific*?
    c. ***Bonus points for unique problems*
3. **Product (20 Points)**
    a. Does the proposed solution solve the problem?
    b. Have they clearly explained the product's features and benefits?
        i. Have they included visuals/wireframes?
    c. How creative and innovative is the solution?
    d. Is the solution practical and feasible?
4. **GTM Strategy (5 Points)**
    a. Is the GTM plan well thought out, detailing how the product will be introduced and gain traction in the market?
    b. **GTM was optional, not all products are customer-facing. If a GTM strategy is not necessary, does the team have ample justification as to why? Do they show an in-depth understanding of their product's use case?
    c. **Points can be earned for either
        i. Having an appropriate GTM Strategy
        ii. Providing justification for why a GTM Strategy isn't necessary
5. **Business Viability (5 Points)**
    a. Have they demonstrated a clear understanding of the product's economic model?
    b. Does the team show awareness of key constraints (budget, resources, timeline)?
    c. **Bonus points for identifying specific success metrics or ROI considerations
        i. Have they thought through sustainability beyond initial launch?
        ii. Do they acknowledge potential risks or trade-offs in their approach?
6. **AI Integration (10 points)**

    a. Have they clearly articulated where and why AI is being used in their solution?
    b. Is the AI application appropriate for the problem being solved?
        i. Does AI meaningfully enhance the solution, or could simpler technology achieve the same result?
    c. Do they demonstrate understanding of AI's limitations or potential challenges?
        i. Have they considered accuracy, bias, privacy, or user trust concerns?
7. **Presentation Quality (5 Points)**
    a. Was the presentation clear and engaging?
    b. Are the slides visually appealing, organized, and concise?