

HubSpot AI Foundations Bootcamp

Application Evaluation Rubric

Program Context

This evaluation rubric is for students applying to participate in the HubSpot AI Foundations Bootcamp. It is a 6-week applied learning program designed for learners with a range of AI experience levels—from complete beginners to those with foundational familiarity.

Participants will attend live, online training that will teach them about the latest AI tools used by businesses across the industry, how to use AI tools with HubSpot, and how to solve real-world business problems using AI. In addition to attending the training, students will complete a business project designed to simulate a real-world application using a HubSpot case study. Students will work independently on the project and must be able to apply what they are learning to a real-world scenario.

Over the course of the program, students should expect to spend 5-7 hours per week completing training, attending project meetings, and completing homework assignments.

Student Expectations:

- The most successful students in the program will have demonstrated curiosity, reflective thinking, and readiness to engage with ambiguous, applied problems.
- Have an interest in learning industry best practices on how to successfully leverage AI tools for business growth and development.
- Have enthusiasm about learning new things and utilizing AI tools.
- Have commitment to the program and resilience to complete the requirements

Ideal Student Attitude/Tone:

- Students should be confident and curious. Students should strike a tone that is both confident in their experiences and excited for what they will learn in the program.
- Students should be comfortable learning in a fast-paced environment and indicate that they are comfortable working independently.
- Students should have demonstrated thoughtfulness in their application, which reflects the level of effort they will likely put into completing the program.

Application Evaluation Criteria

- All questions are evaluated individually
- All four questions are weighted equally in the evaluation of the applications
- The 300-word count is a loose requirement. Any applicants exceeding the word count should not be penalized.
- Any students who have a word count of 15 words or fewer should be penalized by reducing one point from their evaluated score for that question.
- A score of 3 represents a solid, sufficient response; scores of 4 and 5 are reserved for responses that demonstrate genuine insight, specificity, or exceptional communication.

Scoring Key

Score	Rating	Description	Recommendation
1	Poor	Response is vague, generic, or missing key elements. Does not demonstrate readiness or fit.	Decline
2	Fair	Response is present but lacks depth, specificity, or connection to the program.	Likely Decline
3	Good	Solid, sufficient response. Meets expectations for clarity, relevance, and self-awareness.	Accept
4	Very Good	Specific, well-connected response that goes beyond the basics with clear insight and motivation.	Strong Accept
5	Excellent	Exceptional response: specific, authentic, strategic, and compelling. Could serve as a model.	Prioritize

Open Response Questions & Evaluation Focus

Question 1: Current AI Experience

Tell us about your current experience with AI tools or concepts. This could include coursework, certifications, self-directed learning, or experimentation. If you are new to AI, share what sparked your interest in learning more through this program.

Evaluation Focus:

The specificity and authenticity of the applicant's AI experience, their self-awareness about their current knowledge level, and the relevance of that experience (or curiosity) to the program's applied, business-focused learning goals. Applicants will not be penalized for limited prior experience—genuine curiosity and honest self-reflection are equally valued.

Question 2: Apply AI to a real-world problem

Identify a routine task or process (for school, work, or personal life) that you believe is inefficient, error-prone, or time-consuming. Describe how a simple AI tool (like a chatbot, text generator, or assistant) could be used to perform this task better. Based on your current understanding, explain what you would use the AI to do and why it would be beneficial or valuable in this scenario.

Evaluation Focus:

The applicant's ability to identify a real, specific problem, apply logical reasoning about how AI could address it, and articulate the value of doing so. Evaluators will look for evidence of practical thinking and conceptual understanding of AI capabilities rather than technical expertise.

Question 3: Approach to Ambiguous Learning

This bootcamp uses real-world business scenarios with problems that often do not have a single correct answer. Describe a time you had to solve a problem with little guidance or no clear solution. What was your approach, and what impact did it have?

Evaluation Focus:

Measures the applicant's creative problem solving abilities or approach to using innovation to solve problems. Evaluators will measure the students' expressed ability to solve problems autonomously, approach to ambiguity, self-awareness about their learning style, their demonstrated readiness to engage with open-ended, applied problems, and the quality and understanding of their impact to solve a problem. This question assesses fit for the bootcamp's format as much as it assesses content.

Question 4: Post-Program Goals & Program Fit

How will this program support your academic, professional, or future career goals? What do you hope to gain from building and presenting a portfolio-ready AI strategy during this program?

Evaluation Focus: The specificity and clarity of the applicant's stated goals, their understanding of what a portfolio-ready AI strategy means for their future, and the strength of alignment between their background, ambitions, and what this program specifically offers.

Note: Evaluators may use holistic judgment to adjust recommendations, particularly when one question score is an outlier. Scores will reflect the quality of the written response, not the applicant's prior AI expertise.