Please score each Idea Plan that was emailed to you based on your level of agreement with the 5 criteria outlined below. A high score (5) indicates a high level of agreement while a low score (1) indicates a low level of agreement. Please provide one score for each major category (Problem, Opportunity, Solution, Resource, Overall Recommendation), these will then be summed up at the bottom for your overall score for each team’s Idea Plan. In the last section, please provide any written comments you may have.

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<th>Score</th>
<th>Strongly Disagree</th>
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I. Problem:
The team clearly described their project.
The team specifically discussed the problem to be solved by their project.
The team helped me to understand why it is important to solve this problem.
The team’s Idea Plan suggested that they spoke with “real” people (customers, users, professionals, etc.) affected by the problem.

II. Opportunity:
The team expressed a clear understanding of who is affected by this problem and why there is a need or demand for their project.
The team expressed an understanding of how many people are affected by this problem by utilizing specific data, surveys, research, etc. that is cited within their Idea Plan.
The team expressed an understanding of how the problem is currently, or is not currently, addressed.
The team clearly described why their project is better/different than their competitors (competitive analysis).

III. Solution:
The team presented a clear approach to solving their described problem.
The team presented their projects value in a concise way (value proposition).
The team discussed what stage their project is currently at.
The team discussed a path for developing and sustaining their solution once it is implemented.
The proposed solution appears feasible to implement and likely to satisfactorily address the problem.

IV. Resources:
The team described how much time and effort they are willing to put into their project after the Idea Challenge.
The team clearly identified the resources needed to implement the proposed solution (e.g. funding).
The team stated how they would utilize DifferenceMaker winning funds.
The requested resources appear reasonable and are aligned with the proposed solution.
The team provided an estimated budget for use of DifferenceMaker funds from May 2015-2016.

V. Overall Recommendation:
Overall, I believe this team presents a reasonable solution to better addressing the problem and associated opportunity, and would like to advance this project to the Preliminary Pitch-off Event.

Score Total
Comments (please add written comments, if any)