

Rotary Club of Taipei
English Social Solutions Contest
Judging Criteria

A Social Issue is a problem that influences a population within a community, and mostly revolves on personal / societal welfare. In this competition, you will be given a Social Issue and be tasked to come up with a sustainable solution.

Social Solutions ideas are evaluated on the needs of the society, providing a long term sustainable solution, while the likelihood of achieving success is based upon the team's plan and experience. Judges will look at the need, strength of the concept, execution of the plan, sustainability and presentation of the plan. There are three rounds of judging – a preliminary round, a semi-final round, and a final round – and a different set of judges for each round.

PRELIMINARY ROUND

The preliminary round is based on the executive summary. It will provide feedback to participants and narrow the pool of contestants to a group of semi-finalists. The preliminary round judges will evaluate based on:

- Needs Analysis: A clear identification of what the need is based on facts and demonstrates a thorough understanding of the social issue that it seeks to be addressed. Shows evidence of a clear mission and theory of change.
- Innovativeness of the Idea/Concept: Represents a unique / innovative and feasible approach to target the issue which is trying to be solved.
- Social Impact: Likely to make a substantial contribution toward the solution of the issue(s) it seeks to address.
- Action Plan: Provides a clear description of plan/approach and an understanding of required core competencies and key success factors. Offers a practical approach to measuring outcomes.
- Viability: Explains required capital needed for project and clearly identifies what is needed to ensure the successful execution of the project.

SEMI-FINAL AND FINAL ROUND

These two rounds are based on the executive summary and live presentation to a mix of philanthropists, impact investors, capacity building organizations, and social entrepreneurs. Judges in these rounds will evaluate based on the below criteria, while the final round will follow up with a Q and A session:

CONCEPT (40% of score)

- Needs Analysis: A clear identification of what the need is based on facts and demonstrates a thorough understanding of the social issue that it seeks to be addressed. Shows evidence of a clear mission and theory of change.
- Innovativeness of the Idea/Concept: Represents a unique / innovative and feasible approach to target the issue which is trying to be solved.
- Social Impact: Likely to make a substantial contribution toward the solution of the issue(s) it seeks to address.

EXECUTION (40% of score)

- People: The team (through its members or partnerships) has or can get relevant skills, contacts, industry knowledge, and experience.
- Resources: The funding plan is sensible in terms of capital required to launch and operate. Can utilize existing products or own inventions.
- Performance measurement: The plan takes a practical approach to milestones and outcome measurement, and provides a clear plan to deliver high performance.

PRESENTATION (20% of score)

- Messaging/communication: The team was persuasive in communicating the idea and its potential, through the written business plan, presentation, and Q+A.
- Clear and easy to understand slides
- Clear Communication in English

Ten Questions That You Should Try To Answer

When pitching a Solution for a social problem try to address the following ten

big questions as completely as possible. Remember, you should not simply talk about a general idea (those are "a dime a dozen"), rather, try to present a concise concept with a clear model, convincing everyone that you can actually make it happen.

1. What's the PROBLEM?
2. How is it AFFECTING society?
3. What is your GOAL?
4. What's your SOLUTION?
5. Does it effectively address the PROBLEM?
6. How can it be SUSTAINABLE?
7. What is the long term IMPACT?
8. Who will PARTICIPATE?
9. What RESOURCES do you need to make it a success?
10. How will you secure required RESOURCES?