GIS Student Case Competition

Judge's Scoring Rubric

Category 1: Did the team successfully convey a vision for the future of insurance (as a whole or a subset/industry/product/service) in the case? (10 total points possible)

(9-10 points) The team clearly identified a compelling vision for the future of insurance based on a well-defined problem/trend/technology/opportunity.

(7-8 points) The team identified their vision and did a good job incorporating real-life examples or trends as the basis for their vision.

(5-6 points) The team adequately explained their vision but did not base it on a well-defined problem/trend/technology/opportunity.

(3-4 points) The vision shared was weak with little basis for their narrative.

(1-2 points) The vision shared was poor or inadequate to convey a compelling vision for the future of insurance.

Category 2: How creative or original was the team's vision for the future of insurance? (10 total points possible)

(9-10 points) The vision shared was unique and well conceived.

(7-8 points) The vision shared was creative but loosely conceived.

(5-6 points) The vision shared was somewhat creative and had some compelling aspects.

(3-4 points) The vision shared was weak with little creativity.

(1-2 points) The vision shared was a common view that could have been found by googling the "future of insurance".

Category 3: Use of data and current trends to support their vision (10 total points possible)

(9-10 points) The vision shared was soundly based on extrapolating current and/or historical data to support their vision of the future.

(7-8 points) The vision shared incorporated some data points to support their case.

(5-6 points) The vision shared was inspired by current data/trends.

(3-4 points) The vision shared referenced at least one current trend or data point.

(1-2 points) The vision shared was not based on or didn't include any data/trend information.

Category 4: Presentation Skills – Quality of presentation (5 total points possible)

(5 points) The team's presentation was polished, articulate, and engaging with superb presentation skills by the presenter(s).

(4 points) The team's presentation was organized and well-presented with a demonstration of engaging presentations skills.

(3 points) The team's presentation was well-presented and met average expectations with regards to the presentation's organization and the presentation skills demonstrated.

(2 points) The team's presentation demonstrated a lack of preparedness and presentation skills.

(1 point) The team's presentation was of poor quality and/or inappropriate to the spirit of the competition.

Category 5: BONUS – Quality of overall Case (5 total points possible)

(5 points) The team's vision/video was innovative and creative, will make a great presentation at the Symposium.

(4 points) The team's vision/video was appealing and easily understood.

(3 points) The team's vision/video was easy to follow.

(2 points) The team's vision/video was difficult to follow.

(1 point) The team's vision/video was of poor quality and/or inappropriate to the spirit of the competition.