

Chappaqua Youth Mental Health Hackathon

Pitch Rubric for Judges

Presentation Element	Scoring Criteria (What a "5" looks like)	Score (1-5)
1. The Problem & Urgency	The team clearly identifies a specific, pressing mental health issue. They use compelling data or storytelling to prove exactly <i>why</i> this problem needs to be solved right now.	___ / 5
2. Target Population	The team has a deep, empathetic understanding of who they are helping. The audience is highly specific (e.g., "first-generation college students" rather than just "young adults"), proving the solution is tailored to real needs.	___ / 5
3. Proposed Solution	The idea is innovative, clear, and directly addresses the stated problem. The team provides a great explanation of how it works (using mockups, user-journeys, or clear visual aids) and why it is better than existing options.	___ / 5
4. Implementation & Timeline	The step-by-step plan is highly realistic. The team presents a clear timeline (e.g., 30/60/90 days), understands potential roadblocks, and knows what resources or partnerships they need to launch.	___ / 5
5. Impact Metrics	The team has defined clear, realistic, and measurable KPIs (Key Performance Indicators). They know exactly how they will track success and prove that their solution is actually improving mental health.	___ / 5
	TOTAL SCORE:	___ / 25