

Rubric: 2021 National University Wood Challenge

Creativity criterion (25%)

Creativity unleashes the minds potential to conceive new ideas and it is a mechanism to being innovative. Creativity is subjective and is what fuels big ideas.

The challenges and opportunities for the world are different to what they have been. We think that to meet these we will need to be creative in how we think about the ways we can best use wood fibre.

Accomplished (4 points)	Competent (3 points)	Developing (2 points)	Beginning (1 point)
Embodies the capacity to think in untested and innovative directions. Contributes to development and / or innovation in their academic or field of study.	Shows a creative mind that is also able to look at long term goals. Considers change in an innovative way.	Recognizes creative solutions to problems and seeks beneficial future changes.	The solution isn't very creative or innovative, and there are very similar ideas existing in the marketplace.

Innovative criterion (25%)

Innovation: Business innovation includes the purposeful application of information, creativity and initiative to derive improved or different values from resources. Innovation is the actions required to introduce change into relatively stable systems. Innovative thinking is measurable.

Innovation in business is critical as it creates value for the business and the customer. The 2021 National University Wood Challenge is focused on supporting teams to adopt an innovative approach to extract more value from Australian wood fibre.

The challenge supports teams to identify new ideas that haven't been tried and rewards the best ideas with financial support to further develop the idea, either by building a prototype or through product development, design and testing.

Accomplished (4 points)	Competent (3 points)	Developing (2 points)	Beginning (1 point)
The project is clearly defined and responsive to the potential customer's need. The proposed solution is fundamentally innovative and creative in that it is distinctive from existing approaches and demonstrates the potential to impact the problem in a new way.	The project is clearly defined and responsive to the potential customer's need. The proposed solution is an improvement upon existing approaches and demonstrates potential to have real impact on the problem.	The project is an interesting idea, but not fundamentally distinctive from existing approaches. There project has some significant gaps related to realistic implementation of the idea.	The proposed solution is not new or different from a solution already available. The proposed project is unlikely to meet a customer's need.

Value proposition criterion (25%)

We want ideas that are proposed to be valuable because they solve a problem or meet a need of either someone, community or industry by using Australian wood fibre. For an idea to move past the idea stage, it has to provide value. If the idea were to move forward and become tangible, would it be wanted and valued? To understand this, it's vital that the potential customers and the depth and breadth of their problems are really understood.

Your value proposition should clearly articulate; who the potential customer is and what is their problem or need that you are addressing, and also demonstrate how you will solve their problem or meet their needs. It needs to clear and compelling and ideally explain why the customers would choose your potential product.

Accomplished (4 points)	Competent (3 points)	Developing (2 points)	Beginning (1 point)
<p>Displays depth and breadth of understanding of many factors of the problem that needs to be solved.</p> <p>Has conducted thorough investigations into customers. Including understanding the perspectives of multiple stakeholders, effectively incorporating learning from these stakeholders into the solution and making significant adjustments along the way.</p>	<p>Displays a clear understanding of a market or societal need and how a solution might solve this need.</p> <p>Has made some minor adjustments to the solution based on what was learned from interactions with customer.</p>	<p>Displays an understanding of the problem. However, the proposed solution does not clearly articulate how it will help solve the problem.</p> <p>Has conducted little investigation. The definition of the customer may be based on some unvalidated assumptions.</p>	<p>Displays a basic understanding of the problem to be solved.</p> <p>Customer definition is based on assumptions rather than direct observation or contact with those the innovation would potentially serve.</p>

Professionalism – quality and compelling application (25%)

In 1000 words or less (part of the Key Selection Criteria response), make a compelling case for funding of your idea in clear language.
There is no prescribed format for your application.

Accomplished (4 points)	Competent (3 points)	Developing (2 points)	Beginning (1 point)
<p>Application is complete, compelling, articulate and more than meets the goals of the 2021 National University Wood Challenge.</p>	<p>Application is complete and somewhat compelling.</p>	<p>Application is complete.</p>	<p>Application is incomplete.</p>