



NUS FoodTech Challenge 2025

Rubrics for Preliminary Judging

Criteria	Description	Score		
		1-2	3	4-5
Problem Statement 15%	Shows understanding of problem statement			
	Proposed solution clearly addressed the problem statement and theme			
	Comprehensive background research done to support rationale of the solution			
Potential 30%	Proposed solution addresses market needs and customer segments			
	Unique value propositions in the competitive market			
	Proposed solution's growth opportunities			
	Speed to market			
	Clearly proposed revenue model			
	Considered and addressed potential market challenges			
Practicality 40%	Feasibility of idea for implementation (e.g., formulation, manufacturing)			
	Proposed solution is fundamentally different from existing approach(es), if any			
	Considered and addressed potential product challenges			
	Sustainability of materials used			
Presentation 15%	Coherence and cohesiveness of presentation			
	Clarity and persuasiveness of presentation			
	Alignment of presentation with verbal delivery			
	Presenter(s)' performance in terms of engagement and enthusiasm			
	Time control (duration guideline of presentation)			



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Scoring Guide for Preliminary Judging

Criteria	Score		
	1-2	3	4-5
Problem Statement	Covered one or fewer points in criteria description, with basic explanation	Covered at least two criteria description points, with good explanation	Covered all or beyond criteria descriptions, with clearly articulated explanation.
Potential	Covered two or fewer points in criteria description, meeting basic requirements	Covered at least three criteria description points, with good explanation	
Practicality			
Presentation			