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SCHOOL OF PUBLIC HEALTH
Health Systems Innovation Lab

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Judging Rubric & Pitch Tips

Building High-Value Health Systems: Leveraging AI

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PITCH FORMAT

How each team is judged

8 min

per team: a 3-minute pitch, then 5 minutes of Q&A

10

criteria, each scored 0, 1 or 2 points

20

points in total, using one standard rubric across all hubs

Judging Rubric · Criteria 1–5

0–2 points each

Criterion	0 points	1 point	2 points
1. Problem Definition & Solution Framing	Not well defined	Defined, but not well measured or framed	Defined, measured, and framed effectively
2. Value Proposition & Innovation	Not novel or unclear	Some innovation, but unclear or weak value proposition	Clearly innovative solution with a compelling and unique value proposition
3. Opportunity	No clear market or user segment	Market identified, but no attempt to validate	Clearly defined target market with evidence of need or attempt to validate
4. Competitive Landscape	No awareness of competition	Acknowledges competition but limited differentiation	Clear understanding of competition with strong positioning and differentiation
5. Business Model	No viable model articulated	Business model described, but lacks detail or feasibility	Clear, viable, and potentially scalable business model

Judging Rubric · Criteria 6–10

Total: 20 points

Criterion	0 points	1 point	2 points
6. Go-to-Market (GTM) Strategy	No clear plan to reach users, customers, regulators or beneficiaries	Plan outlined but lacks depth or specificity	Clear, actionable GTM strategy targeted to value proposition, business model, and strategic positioning
7. Ask	No ask outlined	Non-specific understanding of funding needs, milestones and terms	Compelling understanding of funding needs, milestones or value inflection points, and terms
8. Team	No relevant expertise or unclear roles	Partial alignment of skills and roles	Strong team with complementary skills and clarity about roles
9. Presentation	Disorganized or unclear	Mostly clear but with gaps in communicating key ideas	Clear, confident, and compelling presentation
10. Q&A	Unable to answer questions effectively	Some responses vague or inconsistent	Answers questions with compelling responses

YOUR SLIDE DECK

Remember the 8 critical slides

1

Problem

What is the problem?

2

Solution & Value

How does the product create user value? What are its core components?

3

Opportunity

What is the size of the market?

4

Competition

Who are the rivals, and why is your innovation better?

5

Business Model

How will you generate revenue?

6

Go-to-Market

How will you sell to customers and retain them?

7

Ask

Funding needed, applications, milestones achieved, terms

8

Team

Your collective capabilities

DELIVERY

Pitching tips

Tailor your pitch to investors

Focus on impact and potential value.

Capture attention early

You have 30 seconds to hook your audience.

Be concise and direct

Avoid technical details. Focus on problem → solution → impact.

Anticipate questions

Be ready to explain why your solution is better than current practice or existing options, and who will use it and who will pay for it.

“Aim for 80% accurate and 100% clear.”

Y Combinator