



2026 PowHER Pitch Business Plan

JUDGES SCORING RUBRIC

Score from 1 to 10, as described below:

0-2: Weak/Not shown 3-4: Limited 5-6: Adequate 7-8: Strong 9-10: Outstanding

9–10 Outstanding: Exceptionally strong; exceeds expectations; compelling evidence.

7–8 Strong: Clear and convincing; minor gaps only.

5–6 Adequate: Meets minimum expectations; noticeable gaps.

3–4 Limited: Partially meets expectations; key elements underdeveloped.

0–2 Weak/Not shown: Unclear, missing, or unsupported.

Categories	Criteria	Score 0-10
1. Clarity of Vision	Is the concept clear and easy to understand? Is there a well-defined mission/purpose and problem statement? Is the solution tightly aligned to that problem?	
2. Health Equity Relevance	Does the plan address a <i>specific</i> health disparity impacting women and/or underserved communities? Is the target population defined, with relevant context/data? Is impact on disparity plausible and measurable?	
3. Community Engagement	Is the solution informed by community voices and lived experience (e.g., co-design, focus groups, advisors)? Are feedback loops and accountability to the community built into the plan?	
4. Innovation & Originality	Is the idea distinctive vs. existing solutions? Does it advance a novel model, partnership, technology, or approach? Is there a clear value proposition/why-now?	
5. Feasibility & Readiness	Are goals realistic with a credible near-term plan (milestones, timeline, resources, team capacity)? Are risks/constraints acknowledged with mitigation steps?	
Total Business Plan Score: 0/50		
Additional Materials Comments:		

Comments:

