

# phase 1 grading rubric

20% What is the change or innovation? Does it require a

change in people's thinking to make it happen - does it face a chasm?

20% What is the chasm:

What is so great about the innovation that makes it frustrating that nobody is using it, or that people won't stop using it (if you are trying to uncross)

20% What are people doing instead:  
the current state of this innovation's ecosystem

20% Previous attempts: background on earlier attempts at change that have or (more likely) have not succeeded

20% Communications: organization, presentation, graphics, readability, language, management of detail

# phase 2 grading rubric

20% Everything from Phase I (let's say Recycling)

20% Parallel #1: closely related to your innovation  
paper drives or paper recycling in offices

20% Parallel #2: (more distantly related)  
unleaded gasoline + catalytic converters  
or recycling in Italy or Japan or Korea

20% Parallel #3: (seemingly unrelated)  
Charitable donations (cancer society, red cross, arts)

20% Research on your innovation  
not in the context of parallels  
Earlier crossing attempts  
(free bus /subway tickets for a day or permanently)  
do they realize there is a chasm?

# What fraction of 20%

A level: Nails it with enthusiasm. Fresh ideas  
great research: consultant level or better

B level: Covers most of the material but  
not as impressively. Google level research  
parallels not strongly parallel or instructive  
or maybe too close / obvious

C level: less than what I was looking for  
missed some key points or opportunities. Superficial

D level: paid little / no attention to concepts or  
simply didn't get it. for instance no chasm,  
parallels not logical,

Lower than D level - did not follow instructions or did not  
turn in or turned in late with no notification / negotiation