

The Reach Higher Career App Challenge

Criteria

CRITERIA

Prototype submissions should demonstrate how a student navigates a sample career path that is seamless, engaging, and contextually relevant. Submissions should include a plan for full development and integration of local educational and employment data — so that any student, anywhere, can reach higher.

A judging panel will select finalist teams from the pool of eligible entries. These finalist teams will then refine their concepts and will present the concept at Demo Day.

Entries will be scored based on the judges' own discretion as to the quality of each entry according to the following evaluation criteria:

Finalist Evaluation Criteria

- **Actionable Outcomes.** Demonstrates frictionless career choice decision-making through the integration of 1) an interactive unbiased assessment tool mapped to the Holland Codes, 2) up-to-date occupational data, and 3) career-seeking information.
- **Target Audience.** Supports career path decision-making for a broad cross-section of students. Details a plan for a counselor and/or teacher interface.
- **Scalability.** Offers viable plan for full development of features, including the integration of comprehensive employment data. Details how local data and application programming interfaces (APIs) will enable the prototype to be customized to offer local educational and employment recommendations.
- **Market Differentiation.** Demonstrates clear differentiation from current market offerings.
- **Team Potential.** Illustrates commitment and ability of submitting team to develop the prototype into a fully functional app.

Winner Selection Criteria

Winner selection criteria will include finalist evaluation criteria plus the following criterion:

- Demonstration of team's/individual's ability to effectively iterate and improve their concept over the course of Challenge Virtual Accelerator phase.
- Perceived ability of the team/individual and their prototype to materially transform career decision-making for students.

The evaluation criteria are to be applied in the sole discretion of ED and the individual judges and are subject to modification by ED. By participating in the Challenge, each entrant into the Challenge acknowledges and agrees that such evaluations may differ from person to person and agrees to be bound by and not challenge the final decisions of ED and the judges.