



IICDC-2019 –Semi-finals Criteria

Category	Criteria	Description	Points
Business	Product Pricing, Product Differentiation, Product Awareness, Distribution Channel & Customer validation (5 sub parts)	<p>a. Product Pricing</p> <ul style="list-style-type: none"> Teams to share the pricing of the product and justify how they arrived at the price. Team should also share the expected frequency of purchase of their product/service with their justification for it. <p>b. Product Differentiation</p> <ul style="list-style-type: none"> Teams to share their key differentiating factors of their product <p>c. Product Awareness Strategy</p> <ul style="list-style-type: none"> Is there a sizeable market for the product/idea? (Does the need that is satisfied by the product/idea substantial and will customers pay for it?) Will there be a key external dependency (like government licensing, availability of technology, access to intermediaries etc.) that will determine the success or failure of the venture? How easy is it to convert the idea/technology into a venture? (Cost and effort, including the # of hoops to cross before getting it in front of the customer) Can the innovation/technology be protected and monetized? Is the proposed product/idea unique or innovative? Is the team aware who their potential customer is? Can they adapt to changing circumstances/new information easily? (How does the team make decisions? When do they decide to change course? Are there examples that show their inclination to adapt?) 	25

		<p>d. Distribution Channel Selection</p> <ul style="list-style-type: none"> The large number of channels the team chose initially, list the channels that are most likely to complement the needs of the business needs with suitable justification. <p>e. Customer validation</p> <ul style="list-style-type: none"> Minimum Viable Product: Defined as a product with proposed functionality, for the user to be able to use the product. Team should have a minimum viable product to demonstrate the utility and the value offered by the product used for customer validation User experience analysis: Team to ensure that the product/service must be used by a sufficient set of prospective users (outside the friends circle). Teams to present the quantitative and qualitative analysis of their product w.r.t. to competition Product Validation from customer & user: Team to justify how their product meets the needs of user and customer and to present their plan to position the product for both to ensure ease of adoption 	
Technology	Engineering Quality and Completeness	<p>Complete Functionality of the product implemented as proposed initially</p> <ul style="list-style-type: none"> 100% implementation (5 marks) > 75% implementation (3 marks) >50% implementation (2 marks) >25% implementation (1 marks) <25% implementation (0 marks) 	5
Technology	Diversity of parts used	TI parts along with their classification as "5" Analog", "Embedded Processing" & "Connectivity" as applicable for the project	5
	Judicious use of TI parts over competition or over internal parts	Technical Justification for each of the TI part being used with suitable test results	5
Innovation	Innovative use of components	Usage of components in an innovative way against their conventional use	5
	Design Innovation	<p>Innovation in product design and technology used with respect to Power, cost, size and performance with test results and justification</p> <p>Teams need to do the ground-work done has to make sure that No resembling solutions exist and can be a breakthrough project. Is project involving multiple disciplines and is a cutting-edge technology.</p> <p>Team need to be in clear in excellent verification and validation plans in place.</p>	5