

JUDGING CRITERIA

+ IMPACTFUL

- Importance of the problem tackled
- Extent of the impact the solution can have

+ REALISTIC

- Demonstration of a working prototype
- Clear path to a complete solution
- Elaborate design of solution

+ QUALITY

- Quality of the design, UI, etc
- Usability for the target users
- Quality of the architecture
- Realistic: Fits user reality
- Fit the ecosystem of infrastructure
- Sophisticated: More than a nice me too

+ INNOVATIVE

- New technologies, new ways of thinking in the field, new concepts
- Eureka factor
- Goes beyond other tried approaches
- Distinctive characteristics make it stand apart
- Elegance of the solution

+ PROMISING

- Really has potential!
- Can be adopted naturally and rapidly
- Quality of the team
- Level of insights the team has into how this solution could be deployed
- If possible: Could become a real business

+ WELL PRESENTED

- Clear, Succinct
- Inspiring
- VISUAL (UI, Design, etc.)
- Clearly makes the audience understand the extent and importance of the problem.