

PROJECTS # and NAME:



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

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