Innovation Week
Jury, Scoring, & Submissions

Innovation Week 2020
Webinar 6: Friday 5 June

THE DATA LAB
value from data

GLASGOW
CHAMBER OF COMMERCE

design thinkers academy
London

Jury panel

Cheryl McCulloch
S. Project Manager,
Glasgow CoC

Gillian Docherty
CEO,
The Data Lab

Cheryl Robb
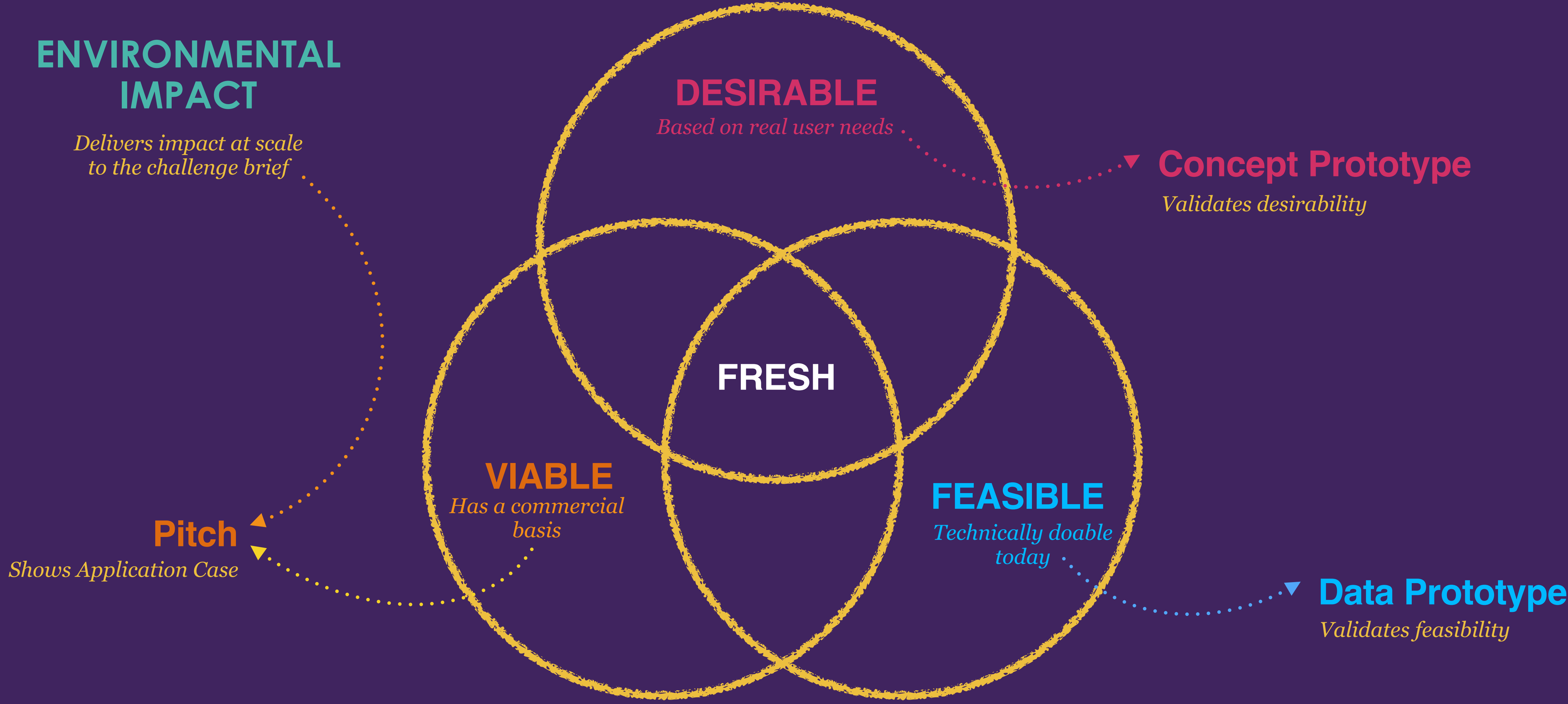Project Manager,
Zero Waste Scotland

Michael Groves
Founder,
Topolytics

Richard van der Laken
Founder & Creative Director,
What Design Can Do

Concept Scoring Criteria

ENVIRONMENTAL IMPACT

Delivers impact at scale to the challenge brief

DESIRABLE
Based on real user needs

Concept Prototype
Validates desirability

FRESH

VIABLE
Has a commercial basis

FEASIBLE
Technically doable today

Pitch
Shows Application Case

Data Prototype
Validates feasibility

Submission

ALL TEAM SUBMISSIONS SHOULD INCLUDE:

1. **WORKBOOK** *Shows journey*

2. **PITCH** *Shows Use Case*
   1) why your solution is valuable;
   2) how it works;
   3) recommended next steps.

3. **CONCEPT PROTOTYPE** *Validates desirability*
   Is the idea based around **real** business or end-consumer **needs and desires**?

4. **DATA PROTOTYPE** *Validates feasibility*
   Is the idea **technically achievable today**? We are looking for immediate impact.

SUBMISSIONS DEADLINE: *Midnight Sunday, 7 June (before Monday)*
Check your workbook last pages for more details.