Chengdu 80 Evaluation

**Judge** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Guide

**Feature Richness**

The prototype should include, but not necessarily limited to, the following feature functionalities.

* + - Register investors and issuers
    - Display pertinent individuals’ personal and IPO information
    - Calculate indicative price of shares of issuers for investor reference
    - Allow investors to place bids at desired prices and quantities
    - Match and settle IPO transactions
    - Other appealing features

**Analytics**

* Share Pricing

In stock IPO, the underwriter will offer the price of shares to investors. In personal IPO, issuers need guidance in determining their value. Chengdu 80 participants will build a model based on each issuer’s profile to compute an indicative ask price for his/her shares. That price will help investors choose among different investments.

* Transaction Matching

After the platform offers the issuer’s shares at an indicative price, the investors will be able to place bids and quantities. As an exchange platform, participants must design and implement a mechanism to match bids and quantities with the issuer’s final preference. This trading mechanism should not only be favorable for both sellers and buyers, but also execute the order efficiently.

**System Architecture**

* Performance

How’s the responsiveness of the system—the time required to respond to stimuli (events) or the number of events processed in some interval of time.

* Reliability

The system is able to keep operating over time.

* Security

The system's ability to resist unauthorized attempts at usage and denial of service while still providing its services to legitimate users.

* Modifiability

Making changes to a system is quickly and cost effectively.

* Functionality

System has the ability to do the work for which it was intended. Many or most of the system's components work in a coordinated manner to complete the job.

**Presentation Delivery**

* Confidence

The presenter should easily make eye contact, invite audience participation and put the audience at ease.

* Content

The presenter should provide enough details to support the point of the presentation and easily convey the point they are trying to make. Vocabulary should be easy to understand, and all words should be spoken in a clear and fluent manner.

* Organization.

The presentation should be well structured. Simple things such as making sure there is a proper introduction and conclusion and keeping within the allotted time.

* QA.

The presenter should answer judges’ questions directly with clear explanations.

**User Experience Design**

* User interface

Deliver information efficiently. The color use is consistently to indicate the nature of links and action elements. Clear descriptive language is used for buttons and navigation elements.

* Interaction

User perceives the functions in the system as useful and fit for the purpose. It is easy and efficient for user to get things done with the system.

* Other considerations