Innovation

WHAT

Ideas that solve new problems through skillful use of technology.

HOW TO JUDGE

Would technology pioneers be interested in your idea? How would the news headlines about the idea read like?

Criteria

Enjoyment

WHAT

How fun or enjoyable are the ideas for their users.

HOW TO JUDGE

Would you like to spend time with the product, even if you don't really need it? Is it something you would tell your friends about?

Criteria

Utility

WHAT

How useful and practical are the ideas.

HOW TO JUDGE

Does the idea solve a real problem for its users? Can you imagine it being used every day?

Criteria

Attraction

WHAT

The attractiveness of the idea, as in products that the user is proud to own.

HOW TO JUDGE

Would you like to have the product for yourself? Do you think the target audience would like it as well?

Criteria

Creativity

WHAT

Ideas that solve the problem in a clever and unusual way.

HOW TO JUDGE

Does the product idea surprise you or make you think twice about the problem? Would you turn your head if you saw someone else using it?

Criteria

Feasibility

WHAT

Ideas that solve the problem in a plausible manner and seem realistic to develop.

HOW TO JUDGE

Would you invest your savings in the development of the product idea? Do you know about similar products being successful?

Criteria

User Friendly

WHAT

Ideas that solve a real need for the users and that are easy to use for a large number of people.

HOW TO JUDGE

Would users' life be easier with the product than without it? Could both children and elderlies use it?

Criteria

Market Potential

WHAT

Product ideas that attract a large audience which is willing to pay to use them.

HOW TO JUDGE

How would investors respond to the product idea? Can you see a big company formed around the product?

Criteria

Sustainability

WHAT

An idea that is environmentally friendly or that can encourage sustainable behaviors.

HOW TO JUDGE

Would the product idea be a net positive for the environment? How does its lifecycle look like?

Criteria

Custom Criteria

Describe a criteria of your choice here.

Criteria