Quarterfinals Criteria

Category	Criteria	Description	Points
Business	**Product pricing and marketing choices (4 sub parts)**	**a. Product Pricing** Teams to share the pricing of the product and justify how they arrived at the price. Team should also share the expected frequency of purchase of their product/service with their justification for it. **b. Product Differentiation** Teams to share their key differentiating factors of their product in comparison to competing product/service. **c. Product Awareness Strategy** Teams to share a plan to create awareness about their product in order to propagate the value of the product/service to the customer/user. Teams should also share an estimated budget for the campaign	10

		d. Distribution Channel Selection	
		Of the large number of channels the team chose initially, list the channels that are most likely to complement the needs of the business needs with suitable justification	
Technology	**Engineering Quality and Completeness**	Complete Functionality of the product implemented as proposed initially • 100% implementation (5 marks) •> 75% implementation (3 marks) • >50% implementation (2 marks) • >25% implementation (1 marks) • <25% implementation (0 marks)	5
	Diversity of parts used	TI parts along with their classification as "Analog", "Embedded Processing" & "Connectivity" as applicable for the project	5
	Judicious use of TI parts over competition or over internal parts	Technical Justification for each of the TI part being used with suitable test results	5
Innovation	**Innovative use of components**	Usage of components in an innovative way against their conventional use	5
	Design Innovation	Innovation in product design and technology used with respect to Power, cost, size and performance with test results and justification	5