DemoDay Judging Criteria 2019

Students were introduced to the Successful Product Framework. The 3 parts of the Successful Product Framework make up the 3 main judging criteria for the InnoVenture 2019 Competition: Customer Desirability, Technology Feasibility and Business Viability.
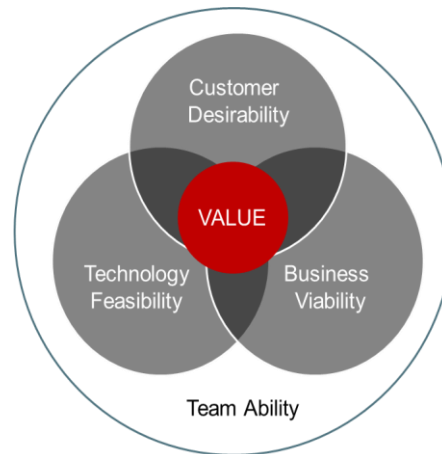
1. Customer Desirability (25%)
Able to clearly identify the customer and the problem
- State who the customer is
- What the customer needs

2a. Technological Feasibility (25%)
- Does the proposed technology make sense?
- Are the minimal requirements to solve the core customer's problem met?

2b. Technology Novelty & Creativity (25%)
Innovation is recombination of technologies, people, ideas, and objects in a novel way. Novelty explores the team's ability to apply technology creatively to solve their customer's problems.
- Is there a comparable solution in the market?
- Is there product differentiation (Uniqueness), e.g. frugal, customizable, etc.?
- Is the solution creative?

3. Business Viability (25%)
Viability looks at the proposed business model.
- Does the proposed business model make sense?
- Can the product make money (Unit Margin)
- Can the business around this product/service be scaled (Market Sizing)

Customer Desirability

VALUE

Technology Feasibility

Business Viability

Team Ability

Successful Product Framework

Please tally the scores for each team and pass your sheets to the Timer in the classroom. He/she will collate the scores and identify the teams to advance to the 2nd phase

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	Problem Statement	Team Name	Customer Desirability (25%) • Able to clearly identify the customer who has the need • Knows the (detailed) customer requirements • Validated sufficiently with customers	Technological Feasibility (25%) • The prototype presented demonstrates the key features. • Are the minimal requirements to solve the core customer's problem met?	Technology Novelty & Creativity (25%) • Is there a comparable solution in the market? • Is there product differentiation (sufficiently unique)? • Is the solution creative?	Business Viability (25%) • Does the proposed business model (revenue stream) make sense? • Able to scale (Market Sizing) • Does the 5 year plan makes sense?	Total Score	Additional Comments
			Scoring (Low) 1 – 5 (High)					
1								
2								
3								
4								
5								