# IDEATION STAGE

EVALUATION CRITERIA – Cipher Craft 2024

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Problem Statement** | Problem Statement is clearly understood and clearly stated. Magnitude of the problem is identified as well as how it relates to one or more UN SDGs (United Nation Standard Development Goals) | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SOLUTION** | The proposed solution clearly articulated and clearly addresses problem identified | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **IMPACT** | The start-up has the potential to create remarkable social, economic or environmental impact (including job creation, contribution to national economy, preservation of natural resources etc.) | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Value Proposition** | Value proposition is clearly articulated and is reasonable and achievable given the stated Idea. | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **TARGET MARKET** | Target market is logically chosen and clearly discussed the trends/future potential market size. | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **REVENUE MODEL** | A clear understanding of primary cost and revenue drivers is demonstrated, along with reasonable evidence and well- thought-out assumptions supporting forecasted profitability and sustainability. | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PRESENTATION QUALITY** | Overall the quality of presentation was good. Slides were clear and reasonable conclusions were drawn. Presentation was well-rehearsed and professional | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **TEAM** | The team has adequate experience and skill set to commercialize the idea. | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
| **Total Score** | | **/40** | | | | | | |

# DEVELOPMENT STAGE

EVALUATION CRITERIA – Cipher Craft 2024

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SOLUTION** | The start-up is effectively solving a real time problem in society and creating social, economic or environmental impact (including job creation, contribution to national economy, preservation of natural resources etc.) | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|  | | | | | | | | |
| **MARKET SHARE** | The Startup has a clear understanding of current market share and actively track changes in market positioning over time. | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|  | | | | | | | | |
| **COMPETITIVENESS** | The start-up has recurring revenues or a formula that produces predictable operating results | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |
|  | | | | | | | | |
| **FUNCTIONALITY** | Does the application or solution effectively solve the problem it is intended to address? | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |
|  | | | | | | | | |
| **TEAM** | The team has demonstrated knowledge of strong business fundamentals and principles that are actively implemented within business operations | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |
|  | | | | | | | | |
| **TECHNICAL IMPLEMENTATION** | How well is the solution implemented from a technical perspective? | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |
|  | | | | | | | | |
| **USABILITY** | Is the user interface intuitive and easy to navigate? | Strongly  Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree |
|  | | | | | | | | |
| **CODE QUALITY** | Is the code clean, well-organized, and properly maintained? | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|  | | | | | | | | |
| **DEPLOYMENT** | Is there a clear and functional deployment process, and how easily can the solution be deployed to a production environment? | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|  | | | | | | | | |
| **FEASIBILITY** | Are the technical aspects of the project feasible with the resources and time available? | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
| **Total Score** | | **/50** | | | | | | |

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