

HACKOMOTIVE 2014

JUDGING CRITERIA

Improvement to the existing car shopping process

Does your solution address existing pain points? Are you making an existing process better?

Perceived trustworthiness of product

Does your solution bridge the gap between consumers and dealerships? Is your solution based on trustworthiness?

Likelihood of real-world adoption

Is your solution currently used in a real-world situation? Have you gotten feedback from customers on their desire to use your product?

Quality of product

How well executed and designed is your product/prototype? What's the feedback you've received from customers on your product/prototype?

Quality of presentation

Did you tell a good story about your proposed solution or product? Did the audience clearly understand what your product does and how it makes car buying easy?