



Track - 2 Guidelines

1. This track will be carried out in 3 stages:

- **1st Stage** - *Product Development Stage (8-10 Dec 2020)*

Evaluation Metrics -

1. The product/service/idea
2. The technology behind the product/service
3. Possible innovation at a later stage
4. Scalability
5. The market (the size of the market and its growth potential)
6. Pitch (Presentation)

Mentors will be assigned to each qualifying team advancing to the 2nd stage.

- **2nd Stage** - *Customer Discovery and Product Testing (10-24 Dec 2020)*

In this stage, mentorship assistance will provide startups will have to find their potential customers and connect to the larger consumer base.

Evaluation Metrics -

1. No. of Customer Reached
2. Suggested Customer Feedbacks and Improvements

- **3rd Stage** - *Downloads, Reviews, and Feedbacks (24 Dec 2020 - 8 Jan 2021)*

Evaluation Metrics -

1. No. of downloads / current users of service
2. Improvements made on Stage-2 feedbacks.

2. Teams Qualifying 3rd stage will be eligible to register their projects under NewGen IEDC.