Evaluation criteria - Round 2 - Idea Tank 2.0

Each idea will be compared against a set of criteria.

Each criteria will be rated out of 5.

Top ranked ideas will proceed to the final round.

Criteria	Description
Clarity of concept	Is the problem clearly articulated ? Or does it need follow up explanation
Value Proposition	Does the idea offer a compelling benefit to the users. The idea /problem should highlight what makes the idea valuable and why it would attract customers
Product Features	Does the POC capture the key features called out as solution
Innovation/Originality	How unique or original is the idea?
Feasibility	How feasible is it to develop and execute the business model?
Market Disruption	Does the new model have the potential to disrupt existing markets or create new ones?
Competitive Advantage	Does the idea have a distinct edge over existing solutions?

EXL