|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Criteria /**  **Definition / Descriptions** | | **Points/Marks/Weights** |
| **Category of startup/business - Technology R&D -and/or- Product -and/or- Services** | | | **05** |
| **Founders with backgrounds - Role allocations (past and present)** | | | **15** |
| **Business description ( 1000 words )** | | | **20** |
| **Company vision + mission and milestones ..**  **( what they started with and what they are now .. )** | | | **10** |
| **Business**  **( Marks – 300 )** |  |  |  |
| **Market potential assessment /**  **market surveys** |  | **20** |
| **Product pricing and marketing choices** | * **Product Differentiation** - differentiating factors of idea / product in comparison to competing product/service * **Product pricing - if any involved** * **Product Awareness Strategy –** approaches to create awareness about their product/idea/service in order to propagate the value of the product/service to the target customer/user. Teams should also share an estimated budget for the campaign, if possible . * **Distribution channel – if any involved** | **40** |
| **Customer validation** |  | **10** |
| **Business interdependence** |  | **10** |
| **Valuation / Price validation** |  | **10** |
| **Go to market plan** |  | **10** |
| **Manufacturing feasibility** |  | **10** |
| **Marketing model / strategies**  **Is it different for different geographical locations ..?** |  | **10** |
| **Financial / Revenue model**  **Business model** |  | **10** |
| **Valuation**  **during startup and current** |  | **10** |
| **Investors involved and their background.**  **Investors during startup stage and at current stage.** |  | **30** |
| **Investments raised at different stages** |  | **20** |
| **Competitors**  **past and current ..?** |  | **10** |
| **Risks And Mitigation** |  | **10** |
| **Target Audience / Customers** |  | **10** |
| **Approaches Of Sustainability And Scalability – The Model Used** |  | **10** |
|  |  |  |
| **Geographical Locations Addressed**  **Past and Current (past and present over time)** |  | **10** |
| **Approaches / ventures for Sustainability and operational Scalability** |  | **30** |
| **Others ventures of investors as in their other investments** |  | **30** |
| **Technology**  **( Marks –**  **80 )** | **Design Accuracy And Effectiveness** |  | **10** |
| **Diversity of Technology Used** |  | **10** |
| **Engineering Quality And Completeness** |  | **10** |
| **Field Test Results / Statistics** |  | **10** |
| **Disruptive Technologies Used** |  | **10** |
| **Deployment Readiness** |  | **10** |
| **Expansion/Migration or**  **Upgradability Effectiveness** |  | **10** |
| **Product Certifications from governments and derivatives ,if any required, before product release in local and global market.** |  | **10** |
|  |  |  |
| **Innovation**  **( Marks - 120 )** | **Patents / IP Developed By Them –Or- Used From Third Parties - ?**  **Novelty of their research Any ?** | *Give patent details and*  *list all countries where the patent was filed/registered/granted.* | **20** |
| **Innovative use of Technologies / Approaches** |  | **10** |
| **Design Innovation** |  | **20** |
| **Strategic Innovation** |  | **20** |
| **Marketing Innovation** |  | **20** |
| **Was It startup product/service Market Disruptive ..?**  **Justify If Yes** |  | **10** |
| **Business Innovativeness** |  | **20** |
|  |  |  |  |

**Phase 1 - Case study - Guidelines**

* Total **550** Marks Evaluation per case study. Evaluation marks and criteria for other stages would be different.
* Case studies should be prepared in MS word or similar documentation tools, paper size strictly A4, Font strictly – cambria / Calibri, minimum font size – 10 units and maximum font size – 22 units.
* Case study would qualify for evaluation only if the company that has been adopted for case study preparation has not exceeded 7 years of existence/success. Case studies of stock exchange listed companies is encouraged.
* In stage one, Students are not expected to write anything about their business ideas/products.
* Also students / teams are not expected to reveal aadhar numbers and similar personal/confidential information in any stages involved.
* All heads/ sections/criteria’s have to be addressed compulsorily. Maturity is expected from individual/teams while addressing all heads /criteria’s / sections in case study preparation.
* All heads/ sections/criteria’s carry marks. Students are free to address additional heads/ sections/criteria’s not mentioned in given framework. Weightage for new points as addon to framework should be highlighted and marks for same can be discussed with djsce E-cell team.
* **Teams are expected to invest quality time to understand all heads involved carefully**. All members of team should be well aware of all above terms with matured understanding. Precise/sensible explanations for all given heads at all stages is essential to better project/convince investors from investor networks where and when they meet in future. If a particular head does not belong to their case study - still it should be addressed with reason as in, why is it not a valid head in their case.
* All submissions will be considered confidential. Case studies may be made open after evaluations to indicate transparency of evaluation process and keep up the confidence levels among participants during event. However, idea/product details submission at stage 2 will be kept confidential till stage 4 or as per idea owner expectations.
* Merit list will be populated in a week after deadlines. Delay in submission will face compensation in points and would be intimated to teams before deadline for submission.
* Evaluations will be done by both inhouse and outhouse experts/mentors. E-cell event framework is set to ensure least favours to any particular team/s participating in djsce E-cell event. Fair opportunities will be given to all teams involved.
* Top 3 teams in merits list, after evaluations at stage 1 and stage 2 combined, may be offered funding for prototyping/product development. However, E-cell will not assure to cover entire prototype/product development expense. Product development funding will be as per funds availability. E-cell djsce deserves right to modify decisions for this stage.
* Guidelines and Selection Criteria has been adopted from TI design innovation contest , IITB SINE and few other Entrepreneur activities / channels.

**\*DISCLAIMER** DJSCE E-cell reserves the right, at its sole discretion, to modify the criteria above with or without prior notice. In no event shall DJSCE E-CELL or any other organizers be liable for any claims, losses, expenses or damages, arising out of or in connection with the foregoing. Participants are expected to refer to the DJSCE E-CELL website or app or other digital marketing channels for latest information on ongoing or upcoming events.