

Judging Criteria

There are 5 judging criteria, all equally weighted, so don't get stuck on one criteria. see details below:

CONCEPT

Did the group come up with a good solution to the initial problem or challenge?

Did they understand and research the problem?

Do they understand their end user's needs?

CREATIVITY

How creative has the group been in solving the challenge?

Did they come up with a radical approach, or did they follow existing patterns and solutions?

Is this a differentiated idea in some way?

SUPPLEMENTARY DATA

Did the group combine the provided data with interesting new data sources and create value outside of the basic data provided?

DATA SCIENCE/ MACHINE LEARNING APPLICATION

Did the group come up with a useful model that provides insights to the business?

This model needs to be data driven, but is not limited to pure machine learning applications (Model can also describe a system or a process).

BUSINESS MODEL/ IMPACT

Is the idea feasible, does it have economic and societal value, and is it sustainable?

If a small business used their data in this way, would it unlock new value and improve the business?