Guiding questions for quantum use case development & pitching

1. **Delivery & presentation**
   - Is the problem clearly articulated with data points?
   - Does the demo adequately show the product's value proposition?
   - Is the pitch engaging and include examples that the audience can relate to?
   - Can the team deliver the presentation within 5 minutes?
   - Does the content include a 6-month (short-term) and a 3-year roadmap?
   - Does the content consider immediate challenges and success measures?
   - Does the content consider main competitors and revenue opportunities?
   - Does the content consider potential partners?
   - How clearly can the team answer judges' questions?
2. **Societal impact & relevance to SDGs**
   - Does the idea address one or more sustainable development goal(s)?
   - Does the team clearly articulate and quantify the social impact?
   - How scalable is the impact (micro, regional, country, global market)?
   - What level of urgency is the idea impacting (urgent, ongoing, coming)?
3. **Relevance to the innovation track & Southeast Asia region**
   - Does the solution align with the chosen innovation track?
   - Is it tailored to issues or opportunities in Southeast Asia?
   - Does it consider cultural, economic, or environmental context in the region?
4. **Business sustainability**
   - Is the product useful, usable, and desirable?
   - What is the market size? What is the return on interest (ROI) trajectory as the product scales?
   - Can the project go beyond the hackathon and become a viable business?
   - Could this proof of concept be deployed into a real-world solution?
   - What typology of investors might be interested in your idea?
5. **Innovation & originality**
   - Does the idea bring something new and unique?
   - Is the idea of exploring different dimensions and scenarios?
   - Can you articulate how and where the idea intends to innovate?
   - Are you approaching an existing condition in a new way?
6. **Technical quality**
   - What component of quantum computing is the prototype leveraging?
   - What is the level of complexity of the algorithm(s) used?
   - Is the technical execution theoretical or practical?
   - Can people use this prototype for research and further develop it?

Rubric for the quantum use case and pitching (100% + 50% = 150%)

Criteria	Excellent (21-25)	Good (16-20)	Fair (11-15)	Poor (6-10)	Unsatisfactory (0-5)	Score
Delivery & presentation (25%)	Highly engaging, clear, and confident speech, excellent pacing, and effective visuals to enhance the message.	Clear and engaging delivery. Good pacing and use of visuals. Minor issues in clarity or engagement.	Adequate delivery, though it may lack engagement or clarity at times. Visuals are present but underutilized.	Unclear or monotone speech. Poor pacing. Visuals are ineffective or distracting.	Delivery is hard to follow or disengaged. No visuals or extremely poor presentation.	/25%
Societal impact & relevance to SDGs (25%)	Demonstrates strong, clear relevance to specific SDGs. Shows deep understanding of societal issues and impact.	Good relevance to SDGs with a clear link to societal issues. Impact is explained well.	General reference to SDGs or societal issues with limited depth or clarity.	Weak or unclear connection to SDGs or societal impact with minimal explanation.	No evident connection to SDGs or societal relevance.	/25%
Relevance to the innovation track & Southeast Asia region (25%)	Directly aligns with the innovation track. Clear, strong relevance to the Southeast Asia context with local examples or implications.	Mostly aligns with the innovation track. Good relevance to Southeast Asia, though it may lack depth in localization.	General alignment with the innovation track. Some mention of Southeast Asia, but underdeveloped.	Weak connection and lack of contextual understanding of the innovation track or Southeast Asia.	No alignment to the innovation track or Southeast Asia regional context.	/25%
Business sustainability (25%)	Strong, viable business model with a clear path to scalability and long-term sustainability. Addresses market fit effectively.	Good business thinking. Has potential for real-world adoption with refinement.	Some understanding of sustainability and market needs, but underdeveloped.	Weak business model. Vague or unrealistic sustainability plan.	No viable business model or sustainability plan presented.	/25%

Criteria	Excellent (21-25)	Good (16-20)	Fair (11-15)	Poor (6-10)	Unsatisfactory (0-5)	Score
Innovation & originality (25%)	The idea is highly original, groundbreaking, or visionary in its approach to quantum technologies and quantum computing applications.	The idea is creative and shows some original thinking or a novel combination of known ideas.	The idea has some originality but largely builds on existing concepts.	The idea is derivative with minimal novelty.	The idea lacks originality and innovation entirely.	/25%
Technical quality (25%)	Demonstrates excellent use of quantum computing with strong technical depth and correctness. Supports claims with strong evidence, literature, and examples.	Technically sound with good application of quantum computing and understanding. Provides some supporting evidence and literature.	Basic technical implementation of quantum computing but with limited depth. Limited supporting details and literature.	Minimal use of quantum computing with technical flaws or inaccuracies. Minimal supporting evidence and literature.	Incorrect or inappropriate use of quantum technologies or quantum computing. Lacks technical merit. No organization or support from the literature.	/25%