

# Judging Criteria

CATEGORY	CRITERIA	POINTS
<b>Problem</b>	Clearly identify a problem	10
	Demonstrate there is a need for the solution	10
	Clear understanding of the market size	10
<b>Solution-concept</b>	Demonstrate a clear solution-concept	10
	Demonstrate customers would use / buy the solution	10
	Demonstrate how the solution contributes to sustainable development	5
<b>Competitiveness &amp; Innovation</b>	Demonstrate there is a competitive advantage	10
	Demonstrate the solution is different enough from what already exists	10
	Demonstrate an ability to sustain the competitive advantage	5
<b>Feasibility potential and implementation</b>	Demonstrate that the plans to bring the solution to market are financially viable	10
	Demonstrate that the solution concept could be developed and brought to market	10
<b>Total</b>		<b>100</b>