



| <u>Criteria</u> | <u>Explanation</u> | <u>Points</u> |
|------------------|--|---------------|
| Design | Is the UI/UX attractive or pleasing enough for users to start using the project? | 10 |
| Simplicity | Is the tech used in the project overly complicated? | 10 |
| Originality | How original / unique is the project? | 10 |
| Market Readiness | How close to market is the state of the project? | 10 |
| Innovation | How innovative is the project, versus a marginal improvement? | 10 |
| Usefulness | Does the product or service actually have a use case? | 10 |
| Features | Does the project include multiple features? | 10 |
| Impact Potential | How big is the potential impact of the solution? | 10 |
| Market Analysis | Does the team accurately represent the market and the opportunity? | 10 |
| Pitch | Overall quality and professionalism in demo presentation | 10 |
| Total | | 100 |