

EVALUATION CRITERIA



Each team has 8 minutes to present their idea/product/project followed by 5 minutes of questions. Please use the grid below to evaluate the different pitches. Each criterion needs to be scored on a scale from 1 (= total disagreement) to 4 (= total agreement). The moderator is in charge on the time of each pitch and according Q&A.

Team: _____

Project: _____

Criteria	Score				Criteria score selected for the team
	1	2	3	4	
Level of innovation of the project	Some improvement of an existing solution (ergonomics, performance, durability) but is within the current state of the art.	Large improvement of an existing solution (ergonomics, performance, durability), within the current state of the art.	New innovation that improves an already existing user experience	Completely new breakthrough innovation with no comparable current existing user experience	
Market applicability of the project	Market analysis barely conducted without developing estimations on potential number of beneficiaries, investment figures, market acceptability and maturity in relation to the proposed offer, etc. No alignment is presented between the idea and its potential market applicability.	Brief market analysis presented but low level of market applicability demonstrated.	Good market analysis presented showing sufficient detail of the applicability of the idea to the analysed market.	High quality market analysis presented showing a high and credible degree of applicability of the idea to the analysed market.	
Level of feasibility of the project	Basic principles are stated and application of the technology is expressed.	Characteristic proof of concept and laboratory validation of the product achieved or completed.	Validated technology and demonstration of the model in a representative environment.	Demonstration in an operational environment up to the proven system through successful operations.	
Quality of the pitch of the project	Unclear communication, illogical organised, hard to follow, severe ambiguity throughout.	Reasonably clear communication, somewhat organised, ambiguity on problem, solution. Assumptions not discussed.	Clear, effectively communicated, logically organised, some ambiguity.	Clear, effectively communicated, logically organised, no ambiguity.	
Contribution to SDGs of the project	Idea does not address any of the UN Sustainable Development Goals.	Idea appears to address one UN Sustainable Development Goals, but it is not addressed.	Idea directly addresses the impact to one UN Sustainable Development Goals.	Idea directly addresses the impact to two or more UN Sustainable Development Goals.	
This is my favourite team	/				
Comments					Σ



Further information on the SDG can be found [here](#).