velocity

Ideas Challenge – Judging Criteria

Goal:

Identify and select the **20 Ideas Challenge entries with the greatest potential for future success**. The focus is on the overall potential of the innovation, recognising that gaps in current strategies and teams are acceptable at this stage. Using a prepared marking sheet with defined assessment criteria and weightings, each entry will be evaluated and scored out of 100 to ensure a fair and thorough selection process.

Category	Criteria	Points
Idea/Innovation	- The team has clearly identified a problem and provided a viable solution. - The solution is feasible and realistic. - The idea demonstrates originality and innovation. - It is clear at what stage of development this idea currently is.	30
Target Market	- The target market is clearly defined and quantified. - The market size and growth potential have been clearly outlined. - There is strong evidence of market research or validation to support the opportunity.	30
Competitors	- The competitors have been identified and analysed. - The idea is defensible against competitors, with clear differentiation. - The team has identified unique aspects that set their solution apart from competitors.	10
Team	- The team members have the necessary skills to advance their idea. - They have clearly identified skill gaps and the types of expertise needed.	15
Resources	The team has access to essential resources to support their idea and/or is aware of any significant gaps.	10

	• They have identified additional resources needed, such as funding, software, or laboratory space. • Resource gaps have been thoughtfully considered and outlined.	
Prototype (if available)	• The prototype demonstrates thoughtful design and functionality. • The prototype shows potential to meet its intended purpose or fulfils the claims made by the team.	5
Overall Impression	Please add any additional thought or comments you would like to share with other judges and moderators who will be considering this entry.	