

JUDGING CRITERIA

A qualified panel of judges will judge all eligible Entries based on the following criteria:

- a. Application to a real problem or need (35 points)
 - Does your project have a clear target market or audience?
 - Does your project address a clear need, problem, or opportunity?
 - Does your project have commercial viability?
- b. Innovative use of technology (30 points)
 - If there are similar products or services on the market, does your project clearly and meaningfully innovate beyond those existing products or services?
 - Does your project include innovations in technical design and/or implementation?
 - Is your project technologically viable?
 - Is your project a fully functioning prototype, not just a concept, idea or mock up?
- c. Originality of idea (15 points)
 - Does your project present a new and meaningfully improved way of accomplishing something?
 - Is your project unique and not a derivative of other ideas?
 - Is your project presented in a fresh and innovative way?
- d. Quality of submission (10 points)
 - How clear and precise is your Entry?
 - Does the Entry present your project concisely and efficiently? (Please note that, if a Video is longer than 90 seconds, this may have a negative effect on this judging criteria)
 - Is your project's purpose and basic functionality easily understood?
 - Does your project express a positive tone or personality?

The highest scoring Entries (between fifteen [15] and one hundred fifty [150] Entries) will advance to the Finalist Round (the "Finalists"). In the event of a tie, the tie will be broken based upon the highest score for application to a real problem or need, or, if the tied Entries have identical scores in the first category, continuing thereafter in each criteria as listed until the tie is broken. The Sponsor's decisions on all matters pertaining to judging, administering and/or interpreting the terms and conditions of this Contest are final.