

Judging process

There are two stages of judging. A closed 1st round and a public 2nd round.

12:30 - 14:00	1st Round Judging
14:00 - 14:15	Short Break
14:15 - 16:00	2nd Round Judging
16:00 - 16:30	Tea Break + Networking
16:30 - 17:30	Closing Ceremony + Prize presentation

Judging process

1st Round: “ Qualification Round “

- Each team present to a panel of 3 judges
- Each team has max. 3 min.
(preferably 2 min pitching and 1 min Q&A)

2nd Round:

- Selected teams present to all judges and participants
- 3 min for the pitch and for a quick demo and 2 min Q&A

Judging criteria

- 1. Main idea:** How good is the product idea and how thoroughly have participants thought about their solution? Are they solving a real problem in an interesting way?
- 2. Design / UX:** The user interface design, usability, and overall user experience of the system. Is the solution visually appealing and providing a seamless user experience?
- 3. Technology / Implementation:** Implementation, the technology employed. Is the prototype a viable product?

Judging criteria

4. Presentation: Presentation of your solution to public

5. Social impact: Is there a charitable benefit? How big is the social impact?

6. Business value: Solution thought through from the revenue perspective, the perspective of investors, stakeholders, and customers.

7. Value for Women consumers: Identified a need specifically for women consumers