Judging process

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>12:30 - 14:00</td>
<td>1st Round Judging</td>
</tr>
<tr>
<td>14:00 - 14:15</td>
<td>Short Break</td>
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<tr>
<td>14:15 - 16:00</td>
<td>2nd Round Judging</td>
</tr>
<tr>
<td>16:00 - 16:30</td>
<td>Tea Break + Networking</td>
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<tr>
<td>16:30 - 17:30</td>
<td>Closing Ceremony + Prize presentation</td>
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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