


**I2P® Competition: Application Judging Criteria & Score Sheet**

Team Name:		
Judge:		
Judging Elements	Max Score	Judge Score
<b>What is the product?</b> ✓ A clear description of the product or service	10	
<b>What is the underlying technology and what does it do?</b> ✓ A clear, concise description of the technology being used ✓ Understanding of the functions the technology performs	10	
<b>How is the technology unique?</b> ✓ Distinctive nature of the technology	10	
<b>How is the product innovative?</b> ✓ How it is different from existing alternatives ✓ Innovative applications of the technology ✓ The new features it provides	10	
<b>Who will buy the product?</b> ✓ Description of market segments that need it (ideally one segment) ✓ Specific customer groups within the segment(s)	10	
<b>Why will they buy it?</b> ✓ A description of the "pain" that is experienced in the market today that will be solved by the product or service ✓ Why it is better than competitive offerings	10	
<b>What is the size of the market?</b> ✓ Annual sales in either dollars or units of the market segment(s) identified above ✓ Growth rates	10	
<b>What are market entry barriers for others?</b> ✓ Patents in place or being pursued ✓ Patent and/or licensing strategies ✓ Other unique capabilities or qualifications	10	
<b>TOTAL SCORE</b>	80	

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