

Judging Criteria for the Strage Innovation Award

Confidentiality in the Strage Innovation Awards

Competition

A select panel of judges, distinguished experts in their fields, will hear the final presentations and select the winners. The only persons to have application access will be professionals who would normally deal with confidential information. All judges will be asked to exercise the same respect for any confidential aspects of the submissions as they would in their professional activities.

PLEASE NOTE: As needed, parties involved in the judging will be asked to sign the standard WPI Confidentiality/Non-disclosure Agreement.

Judging Criteria:

1. **Customer Need / Pain Point / Problem Definition..... (20% Weight)**
 - Identified and clearly defined an important need or pain point that customers/stakeholders really care about?
 - Generated key insights into the customer/stakeholder “need”?
 - Developed clear definition of target customers/stakeholders, a persona, and story to bring the “need” to life?
 - Quantified the need with statistics or survey data? If solved, will there be a large impact?
 - Quantified need & provided market data to support the proposed strategy? Is there a market for the product?

2. **Solution / Approach to Solving Problem..... (20% Weight)**
 - Developed compelling solution that generates extraordinary value to address an important need? How?
 - **Is solution innovative, creative, and truly original?** Is there a “WOW” factor that makes it unique & superior compared to other alternatives?
 - Is solution sustainable (Economic, Social, Environmental)? Does it have a sustainable business model?
 - Is solution technically feasible and implementable in a reasonable time frame?

3. **Value (Benefits/Costs) (15% Weight)**
 - Assessed and quantified the benefits and costs to all stakeholders (Functional, Economic, Emotional)?
 - Quantified benefits and costs? Is the value convincing for stakeholders to adopt? Is solution affordable?
 - Considered potential risks and cost of failure with solution? Recommendations to mitigate risks?

4. **Competition / Alternatives..... (15% Weight)**
 - Considered alternative ways to satisfying the customer needs? Developed criteria to evaluate?
 - Is there something similar to your solution in the marketplace? Considered both direct and indirect alternatives?
 - Understood the advantages and disadvantages of alternative solutions in marketplace?
 - Understood industry dynamics and business environment

5. *Technical Merit, Viability, Commercialization Strategy, Implementation Feasibility..... (15% Weight)*

- Has technical feasibility been clearly demonstrated? Is it clear to a nontechnical person?
- Have the risks inherent in the idea or concept been identified and dealt with in a convincing manner?
- Has a reasonable strategy for moving ahead been made?
- What's your Golden Nugget that provides a sustainable competitive advantage and creates barriers to entry?
- Does there seem to be a reasonable chance of the idea being implemented?
- Has consideration been given to alternative approaches for implementation?
- Is feasibility based on evidence or assertions?

6. *Quality of Presentation and Clarity of Idea..... (15% Weight)*

- Is the presentation clear, convincing, interesting, and a well-organized document?
- Has the "boiler plate" been reduced to an absolute minimum?
- Has the need been clearly made and supported?
- Engages audience with a hook statement and/or story that connects to the need in an emotional way