

DISRUPT-IT

CHALLENGE

INNOVATE · TRANSFORM

JUDGING METHOD

JUDGING PROCEDURE WILL BE
CARRIED OUT IN TWO (2) PHASES

1

1st ROUND JUDGING

JUDGES' REVIEW
OF SUBMITTED
DELIVERABLES

2

2nd ROUND JUDGING

LIVE FINALIST
PRESENTATIONS

The submission will be
evaluated based on the
following criteria:

40%

- Innovativeness of Idea

40%

- Commercial Potential

10%

- Impact of Idea - Market,
Societal Impact &

10%

- Product Readiness

The final presentation &
deliverables will be evaluated
based on the following
criteria:

30%

- Innovativeness of Idea/Product

30%

- Commercial Feasibility

10%

- Impact of Idea - Market,
Societal Impact & Sustainability

10%

- Capability to Execute

10%

- Product Readiness

10%

- Overall Presentation

1

1st ROUND JUDGING

JUDGES' REVIEW OF SUBMITTED DELIVERABLES



| CRITERIA | DESCRIPTION | MARKS |
|--|---|-------------|
| <ul style="list-style-type: none"> Innovativeness of Idea | Able to identify opportunities for the society and market to encourage future business practice in the innovation of IT field and improvement that translates into a competitive advantage. | 40 |
| <ul style="list-style-type: none"> Commercial Potential | Able to identify idea/product's market potential with current level of market activity and interest in products in the same line as the new intended idea/ product. | 40 |
| <ul style="list-style-type: none"> Impact of Idea - Market, Societal Impact & Sustainability | The idea projection clearly explains the need for the product and has significant impact to current market, society and sustainability chain. | 10 |
| <ul style="list-style-type: none"> Product Readiness | The idea/product is ready for production and managerial of physical preparations necessary. (incurring of schedule, performance, cost, or other established criteria) | 10 |
| TOTAL | | 100% |

2

2nd ROUND JUDGINGLIVE FINALIST
PRESENTATIONS

| CRITERIA | DESCRIPTION | MARKS |
|--|---|-------------|
| <ul style="list-style-type: none"> Innovativeness of Idea/Product | <p>The ability to fully exploit the potential of new idea to encourage future business practice in the innovation of IT field and improvement that translates into a competitive advantage.</p> <ul style="list-style-type: none"> Must show significant innovative value and solves an existing problem. | 30 |
| <ul style="list-style-type: none"> Commercial Potential | <p>Consider the factors and elements commonly required for a business to profitably sell the innovation to a group of customers over a reasonable timeframe to justify the venture. (with supported data/analysis)</p> <ul style="list-style-type: none"> Shows opportunity for growth and able to penetrate other markets Outstanding if shows opportunity for penetration in ASEAN market Demonstrate market validation and marketing strategy. | 30 |
| <ul style="list-style-type: none"> Impact of Idea - Market, Societal Impact & Sustainability | <p>The idea projection clearly explains the need for the product and has significant impact to current market, society and sustainability chain.</p> | 10 |
| <ul style="list-style-type: none"> Capability to Execute | <p>Prove that the idea works, which functions the way they intend, reproducible in sufficient quantities, effectively delivered to the end user by the method planned.</p> <ul style="list-style-type: none"> There should be minimal barriers / legal matters for execution and expansion | 10 |
| <ul style="list-style-type: none"> Product Readiness | <p>The idea/product is ready for production and managerial of physical preparations necessary. (incurring of schedule, performance, cost, or other established criteria)</p> | 10 |
| <ul style="list-style-type: none"> Overall Presentation | <p>The Idea/concept is presented creatively, and clearly, with use of multiple modes of communication to support audience engagement, in the time frame provided.</p> <ul style="list-style-type: none"> Will attract investors | 10 |
| TOTAL | | 100% |

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THE JUDGES

LIST OF JUDGES:

*** TO BE ANNOUNCED SOON ***

