Suitability & Originality	Technical Execution & Functionality	Presentation & Marketability	User Experience
*(**35%** of total weighting)*	*(**30%** of total weighting)*	*(**25%** of total weighting)*	*(**10%** of total weighting)*
Does the solution appropriately address some part of the given problem statements?	Is the solution fully functional or a good working prototype?	Quality of pitch & ability to answer questions	Was consideration given to end-customer experience?
How innovative is the solution? If not innovative, is differentiation to existing products significant?	How well did the solution make use of the provided development kit?	Was the solution well marketed in a convincing manner?	Is the solution easy to use/navigate (e.g. plug & play, simple user interface)?
How viable is this as a future product? Has a business case been considered?	Were any value-add factors considered (e.g. energy efficiency, bandwidth efficiency, security)?	Is the solution appropriate for the target market?	Was support and maintenance considered? Is it practical?
How well does the solution address real problems faced in the Transport and Logistics industry?	How impressive is the technological achievement?	Did the presentation have 'wow factor'?	Is it easily accessible for the target market?
/7	**/6**	**/5**	**/4**	**/20**

How will judging work? You will be presenting to a judging panel of 3 or more judges, each of whom will have the above rubric to work off. You will be awarded a total score **out of 20**, with each of the above 4 categories (Suitability & Originality, Technical Execution & Functionality, Presentation & Marketability, User Experience) contributing a set percentage to this score. Under each category there are 4 'prompt' questions which are intended to help the judges formulate their scores; you are not marked against each of these individual questions, rather these give you an idea of what we are looking for in each category.