»» JUDGING CRITERIA

Judge: _____   **Team:** _____

/10   Industrial Impact.

- Is the idea designed to resolve the challenges identified?
- How well does this idea address a clearly defined problem or opportunity?
- Does it articulate a clear and focused need with specific stakeholders?
- How likely is this idea to improve industrial outcomes for the challenges identified?
- Can this idea enhance other functions within the energy industry?
- Does the team demonstrate a clear understanding of the complexities involved?
- What is the scale of the benefit/impact that this idea has on what the organization is facing?

/10   Innovation.

- Does this idea articulate originality and creativity?
- How does it fit with the energy industry's character (i.e., the challenges and the strategic directions the organization is heading to)?
- Is the idea realistic and relevant?
- Does the idea provide a convincing rationale for why it may work?
- Does the idea address usability and challenges specific to their stakeholders?
- Do the idea address challenges find in similar efforts by others in the past?
- How likely is the idea to be used?

/10   Business Model.

- Has the team developed a sustainable business model?
- Is the idea measurable & scalable? How will the team assess/measure its progress?

- Has the team provided a clear cost analysis? When to break-even?
- Is the idea timely? Does it demonstrate clear start & finish dates?
- Is the idea able to tackle specific strategic challenges?
- Are the idea's timeline, plan, deliverables, and milestones clearly addressed?
- Can this idea enhance other functions within the energy industry?
- How does the idea benefit the energy industry environmentally & economically?

/20   Presentation & Team Work.

- How effective was the presentation overall?
- Is the proposed idea convincingly articulated, presented, or visualized?
- Does the team have the background, skills, experience, and motivation to continue implementing?
- Does the presentation capture the "Three C's Rule": Clear, Concise, and Complete?
- Does the presentation reflect excellence in presentation style?
- Do presenters show confidence and team spirit?
- Was the presentation's timing, transition, and content efficient and well-organized?

Total Score: /50