

1. Problem Depth & Product Clarity (25 points)

Is your solution purpose-driven? Do you truly understand your user?

We are looking for a deep understanding of:

- The problem you are solving
- Who your users are
- Why this problem matters

Your solution should feel intentional - not generic. Judges should clearly see that you understand the user, their pain points, and how your product addresses them meaningfully.

2. MVP Readiness & Vision for Scalability (20 points)

Can this be turned into a real product today? What happens next?

Your prototype should demonstrate:

- Readiness to function as a Minimum Viable Product (MVP)
- A clear path to scale
- Thoughtfulness around real-world deployment

We want to see if your solution can go beyond a demo and move toward becoming a **real, usable product**.

3. Communication, Presentation Quality & UX (20 points)

How clearly and effectively are you presenting your product?

This includes:

- Your video demo clarity
- Your presentation deck quality
- Your UI/UX design and user experience

Your product should not only work well but also be **easy to understand, intuitive to use, and clearly communicated.**

4. System Architecture & Engineering Quality (15 points)

Is your solution well-built?

We are evaluating:

- How structured and modular your system is
- The quality of your engineering decisions
- Whether your architecture is scalable and maintainable

A strong product needs a strong foundation.

5. AI Integration & Intelligence Design (10 points)

How effectively are you using AI?

We are not looking for AI for the sake of it. Instead:

- Is AI used meaningfully?
- Does it enhance the solution?
- Is it the right choice for the problem?

Smart usage of AI is more important than heavy usage.

6. Market Understanding & Product Fit (10 points)

Do you understand where your product fits in the real world?

We are looking for:

- Awareness of similar solutions or competitors
- Understanding of your product's positioning
- Thought around go-to-market challenges

This shows maturity in thinking beyond just building.