

# Judging Criteria

- NOVELTY AND UNIQUENESS

Product presented must be original and unique.

- PROBLEM DESCRIPTION

Identify the gap between the current state (problem) and desired (goal).

- CONTRIBUTION TO SOCIETY

Product can benefit potential end users at different levels (nation, community, field).

- COMMERCIALIZATION

Product is marketable and user friendly.

- CREATIVITY

Product is evaluated based on creative selection of its name, color, practicality, user-friendliness, and packaging.

- VIDEO PRESENTATION

The video presentation should be brief, clear, and concise ideally ranging from 3 to 5 minutes.

- CONCEPT PAPER

Follow the arrangement of the content as stated in the template.

- PITCHING

The pitching must not exceed 15 minutes.

The Q&A session will be in 5 minutes.