



Intel Business Challenge  
Europe 2014

Got an idea?  
Challenge the World!

[www.intelchallenge.eu](http://www.intelchallenge.eu)



# Intel Global Challenge Judging Criteria

Entries will be judged along the following criteria

## I. Market opportunity and competitive positioning

- Is this a disruptive idea to create a large enough market or incremental innovation in a crowded market space?
- Does product/service target a market with growth potential?

1

very poor

2

unsatisfactory

3

acceptable

4

good

5

excellent

## II. Well defined value proposition

- Is the value proposition clearly defined for one/more customer segments with a pain point?
- Is the competitive position understood and value proposition differentiated?

1

very poor

2

unsatisfactory

3

acceptable

4

good

5

excellent

## III. Attractiveness of the business model

- Does the business model tell complete story how the company will be successful and shows go to market strategy?
- Does the team have a realistic and well justified revenue model?

1

very poor

2

unsatisfactory

3

acceptable

4

good

5

excellent



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Entries will be judged along the following criteria

## IV. Progress of the team to date

- Is the product/service prototype ready for a demo or in use by customers?
- Has the team identified and engaged strategic partners?

1

very poor

2

unsatisfactory

3

acceptable

4

good

5

excellent

## V. Team mix, qualification and experience

- Is the team balanced and have domain expertise they need?
- Does the team understand their intellectual property position and has taken steps to protect it if needed?

1

very poor

2

unsatisfactory

3

acceptable

4

good

5

excellent

## VI. Quality of the presentation and elevator pitch

- Was the elevator pitch delivered with passion and enthusiasm?
- Was the presentation complete and well balanced?

1

very poor

2

unsatisfactory

3

acceptable

4

good

5

excellent