

IS IT REAL?	Is the market real?	Presenters demonstrate that there is a need or desire for the solution	Market research (e.g., interviews, surveys, market reports, ...) reveals that there are actual needs, pain points, or jobs-to-be-done that are not adequately met by currently available solutions.
		Presenters realistically define the size of the market for their solution	Market reports and/or coherent segment sizing show the number of customers that could potentially be reached in a target segment (e.g., TAM-SAM-SOM model).
		Presenters demonstrate that customers could actually buy the solution	Data shows that purchasing power exists in the target segment (e.g., competitive offerings exist within the target price range) and the target segment is accessible.
		Presenters demonstrate that customers would/will actually buy the solution	Information is presented that credibly demonstrates that there is willingness to buy (e.g., pricing studies that reveal price sensitivity and purchase intent).
	Is the product real?	Presenters demonstrate a clear solution concept	Concept is presented with reasonable detail of its characteristics, features and benefits and/or complementary solution elements (e.g., after sales service).
		Presenters demonstrate that the solution concept could be manufactured	Supply chain considerations are apparent. E.g., sourcing of parts and assemblies, existing technology and materials, contract or in-house manufacturing, tooling and capital equipment, ...)
		Presenters demonstrate that the final solution will satisfy the market	Clear alignment of value proposition with jobs-to-be-done (e.g. Value Proposition Canvas)
CAN WE WIN?	Can the product be competitive?	Presenters demonstrate that their solution has a competitive advantage?	Outline the tangible and intangible elements that set apart your solution. E.g., present comparative feature, performance, UX, ... advantages of solution and/or business model.
		Presenters demonstrate that the advantage can be sustained	Are there intellectual property protections or trade secrets or other barriers to entry that will be hard to overcome for others?
		Presenters demonstrate how competitive responses can be managed technically	Are competitive responses anticipated and what are the plans to address them (e.g., red team exercises to expose vulnerabilities). Are there considerations for future portfolio expansions to maintain a competitive edge.
	Can our company be competitive?	Presenters understand the required (superior) resources.	Current team capability and capacity, needed addition of skills and competencies, make-partner-buy, development vs commercialization phase.
		Presenters understand what management and personnel will be needed to bring the solution to market.	Does direct or related experience with the market exist in the team and does the project have a passionate and visionary champion.
		Presenters demonstrate how they will measure market response and how they will plan appropriate actions	How will continuous market research be employed to maintain up-to-date customer insight?
IS IT WORTH DOING?	Will the product be profitable at an acceptable risk?	Presenters show a reasonable financial model that forecasts returns greater than costs	Present a business case projecting the timing and amount of capital outlays, marketing expenses, costs, and margins. Show breakeven-time, cash flow, net present value, and other standard financial performance measures.
		Presenters demonstrate an understanding of the risks and how they plan to mitigate them	Identify greatest risk areas and how changes may impact success. E.g., Does a sensitivity analysis reveal dependencies that may have to be mitigated?
	Does launching the product make strategic sense?	Presenters demonstrate that the plans to bring the solution to market include strategic outlook beyond initial release	Does development and launch timing make sense considering environmental factors? Will the product fulfill an overall growth strategy and enhance brand equity?
		Presenters demonstrate that the plans to develop and bring the solution to market are supported by stakeholders.	Demonstrate that leadership, investors, key opinion leaders support the project.

**NOTE: Please review the FAQ section for details on the SUBMISSION AND PRESENTATION FORMAT**

<https://www.pdma.org/page/student-innovation-challenge>