


Energy I2P® Competition
Application Judging Criteria & Score Sheet

Team Name:		
Judge:		
Judging Elements	Max Score	Judge Score
<i>What is the product or service idea?</i> Look for: <ul style="list-style-type: none"> • A clear description of the product or service 	10	
<i>What is the underlying technology and what does it do?</i> Look for: <ul style="list-style-type: none"> • A clear, concise description of the technology being used • What functions the technology performs 	10	
<i>How is the technology unique?</i> Look for: <ul style="list-style-type: none"> • Innovativeness of the technology • Why it is new • How it is new 	10	
<i>How is the product or service innovative?</i> Look for: <ul style="list-style-type: none"> • How it is different from existing alternatives • Innovative applications of the technology • The new features it provides 	10	
<i>Who will buy it?</i> Look for: <ul style="list-style-type: none"> • Description of market segments that need it (ideally one segment) • Specific customer groups within the segment(s) 	10	
<i>Why will they buy it?</i> Look for: <ul style="list-style-type: none"> • A description of the "pain" that is experienced in the market today that will be solved by the product or service • Why it is better than competitive offerings 	10	
<i>What is the size of the market?</i> Look for: <ul style="list-style-type: none"> • Annual sales in either dollars or units of the market segment(s) identified above • Growth rates 	10	
<i>How will you protect your intellectual property?</i> Look for: <ul style="list-style-type: none"> • Patents in place or being pursued • Patent and/or licensing strategies 	10	
TOTAL SCORE	80	

©I2P is a registered trademark of The University of Texas