

# HDB Cool Ideas Hack - Judging Criteria

## Open & Student Categories

<p><b>1. Impact of the solution / new opportunity – 35%</b></p> <ul style="list-style-type: none"><li>• How effective is the proposed solution in addressing the problem / opportunity?</li><li>• How much impact could it have on the users / neighbourhood / community?</li></ul>
<p><b>2. Innovativeness – 30%</b></p> <ul style="list-style-type: none"><li>• How unique or innovative is the solution (e.g. innovative approach to solve the problem)?</li></ul>
<p><b>3. Feasibility / ease of adoption – 25%</b></p> <ul style="list-style-type: none"><li>• Is it logistically and technically feasible?</li><li>• What is the ease of adoption (in terms of time, cost, manpower, likely adoption by stakeholders, etc.)?</li></ul>
<p><b>4. Quality of the prototype presented – 10%</b></p> <ul style="list-style-type: none"><li>• How developed was the prototype / data visualisation presented?</li><li>• Was the prototype presented entirely developed over the weekend?</li></ul>

## Start-up Category

<p><b>1. Impact of the solution / new opportunity – 30%</b></p> <p>How effective is the proposed solution in addressing the problem / opportunity?</p> <ul style="list-style-type: none"><li>• How much impact could it have on the users / neighbourhood / community?</li></ul>
<p><b>2. Innovativeness – 20%</b></p> <ul style="list-style-type: none"><li>• How unique or innovative is the solution (e.g. innovative approach to solve the problem)?</li><li>• How well has the team adapted and extended their existing product / service to address the problem / opportunity?</li></ul>
<p><b>3. Feasibility / ease of adoption – 25%</b></p> <ul style="list-style-type: none"><li>• Is it logistically and technically feasible?</li><li>• What is the ease of adoption (in terms of time, cost, manpower, likely adoption by stakeholders, etc.)?</li></ul>
<p><b>4. Design and User Experience – 15%</b></p> <ul style="list-style-type: none"><li>• How do people discover, interact with and remember this solution?</li><li>• How does the design and user experience make this solution an engaging or compelling one?</li></ul>