



Start-Up Competition FAQ

Judging Criteria

The following framework is provided as guidance for both the applicants and the judging panel. These areas have been defined to encourage participants to think critically about the broader implications of their technologies, including responsible AI development and sustainable tech solutions.

1. Market Potential (25 points):
 - Does the product/service address a significant user pain point?
 - Is there a clear value proposition?
 - Is there a viable route to market?
 - What is the potential for scalability?
2. Design and User Experience (25 points):
 - Is the product/service intuitive and pleasant to use?
 - Was it co-designed and co-evaluated with target users?
 - Does it demonstrate accessibility and inclusivity in its design?
 - How unique or innovative is the product/service in the conversational AI/voice tech space?
3. Sustainability and Environmental Impact (25 points):
 - How does the solution contribute to environmental sustainability?
 - Are there considerations for energy efficiency in the AI model or product deployment?
 - Does the business model incorporate sustainable practices?
 - Is there potential for positive environmental impact through the service/product's use?
4. Ethical Considerations and Bias Mitigation (25 points):
 - How does the startup address potential biases in their AI language models?
 - What measures are in place to ensure data privacy and security?
 - Is there a clear framework for ethical decision-making in product development?
 - How does the product consider and mitigate potential negative societal impacts?