

# Smart Cities-Smart Futures Competition

## Round Three Evaluation Criteria

### 1. Smart Cities of the future

*Our Definition: Smart Cities harness innovative solutions to enhance all aspects of living by creating improved experiences, productivity, efficiency and convenience to public and private sectors, and people from all walks of life.*

- a. **Relevance** – why is the concept applicable to a smart city? **(15 pts)**
- b. **Usefulness** – how does the concept improve quality of life, productivity, efficiency, sustainability or convenience of its citizens? **(15 pts)**
- c. **Impact** – does the concept have a significant and quantifiable impact to the operations of the city, its businesses, environment and residents? **(15 pts)**

### 2. Business Plan

- a. Marketability and the value story of the proposed concept
  - i. The concept fills an existing or perceived need **(5 pts)**
  - ii. Target customers clearly identified **(5 pts)**
  - iii. Target market and competitive positioning are clearly articulated **(5 pts)**
    - it's unique or superior compared to competitors
- b. Revenue model - sound early-stage business model outlining the followings:
  - i. Key revenue streams clearly defined **(5 pts)**
  - ii. Compelling revenue potential **(5 pts)**
  - iii. Product Positioning & Sales/Growth: how you grow your business **(5 pts)**
- c. Initial financial return of the proposed concept **(5 pts)**
- d. A defined risk assessment and contingency plan is clearly illustrated **(5 pts)**

### 3. Submission - Clarity, completeness & persuasiveness of the written concept and video. **(10 pts)**

### 4. Bonus Points – Unique characteristics of the submission that are not defined in the criteria above. **(5 pts)**