Smart Ageing: Judging Criteria

The successful 15 finalists will be those that best meet the judging criteria outlined below:

Criteria 1: Innovation

The idea should be new, adapted or repurposed technological products.

What judges will be looking for:

- Products that demonstrate a new or adaptive way of solving a problem or introducing a completely new approach to solving the problem.
- Or significantly different from solutions already available. New, aspirational, exciting, but practical.

Criteria 2: Internet Connected

The device or technology should be internet connected, have in-built data and transmission capability, make notifications or exchange information and demonstrate the potential to work with a variety of other products.

What judges will be looking for:

- Products that can communicate with a range of other devices

Criteria 3: Quality and Usability

Entrants should demonstrate how the idea will effectively meet older people's aspirations. The ideas should also prove to be high quality, 'attractive' and flexible to be used by a range of people with different levels of digital literacy.

What judges will be looking for:

- Desireable (wow factor) and functional.
- Easy to use, safe and durable.
- Potential for customisation to the individual.
- User tested.

Criteria 4: Market Potential

Entrants should consider the commercial sustainability and growth potential of the idea. The product should present a viable business opportunity, be accessible in the international marketplace and affordable to a broad range of older people.

What judges will be looking for:
- How easy would it be to replicate and take to market.
- Consideration and research into a business model.
- Clear identification of the production cost, retail price, target market and how this market will be reached.
- Understanding of competitors and existing solutions.

Criteria 5: Impact

The entrant should demonstrate a real understanding of the situation that their idea is helping to address. We will require evidence of the impact the product can have on improving the lives of older people.

What judges will be looking for:

- Evidence that the development of the idea involves older people in both design and testing.
- Does it address specific needs and is it likely to make a real difference.
- An understanding of how it fits with solutions that are already out there.

Criteria 6: Prototype

The entrant should have a working example of their idea or be able to demonstrate the ability to develop one by July 2016 for the Academy event and for user testing. This also demonstrates that the solution will be ready to be presented as a business opportunity by the end of the challenge prize.