

Deliverable	Weight	2	1	0	Score	Total
The Idea	20%	Clearly articulates what the problem is, why it is a problem, and how Watson's DeepQA capabilities would address this problem better than conventional alternative approaches. The idea is original and creative.	Has somewhat defined the problem and how Watson's DeepQA capability may apply to address it. However, Watson may not be core to or there may be alternate existing solutions that could solve the same problem. The idea is original.	The problem is not well defined. There is little or no clear need to use Watson's DeepQA for this idea. There have been other apps doing similar things.		0
Business Model (No set template, but provided a list of questions at bottom of this document that should be addressed in overall submission)	20%	All the analysis in the model is well thought out and researched with clearly articulated target client/buyer description and target end user description. Clearly articulated target market with sizing and growth potential. Clear go-to-market strategy and pricing and cost models. Clearly identifies how value to buyer/user is measured. Has the necessary skills on the team or Identifies what additional skills in leadership team are needed, as well as what the organizational and operating model might be. Outlines any dependencies and assumptions made about the market place required to achieve success. Comprehensive assessment of competitors.	The business model is mostly complete but could be more thorough or the potential better analyzed. The target client and target end user are somewhat defined. Target market is somewhat defined and sized. Has some basic go-to-market strategy and pricing and cost model outlined. Somewhat identifies how value to buyer/user is measured. Has only some of the necessary skills on hand or only partial additional team skills and operating/organizational models have been identified. Has outlined some dependencies and assumptions. Some competitive assessments.	The business model lacks some important areas of consideration. The target client and target end user are not clearly defined. Target market is not clearly defined or sized. Has no clear go-to-market strategy nor business/pricing/cost model outlined. Does not identify how value to buyer/user is measured. Does not have the skills on the team and additional skills are not clearly identified. Has not outlined any dependencies and assumptions. No competitive assessment.		0
Content Definition / Format	15%	Content and source clearly identified to a defined and useful data set. Format is ingestible and unstructured. Samples have been obtained for test ingestion	Content and source somewhat identified to a defined and useful data set. Format is partially ingestible and partially unstructured.	Content and source not clearly identified to a defined and useful data set. Format is not clearly ingestible nor unstructured.		0
Content Accessibility	5%	Content is either "in hand" or available for public consumption	Content requires licensing or could be challenging to obtain	Content Access is unclear		0
Watson Training	10%	Training data is useful and realistic. Clearly articulates how the training will be done and by whom.	Training data is somewhat useful and realistic. Somewhat articulates how the training will be done and by whom.	Training data is less than desirable. Does not articulate how the training will be done and by whom.		0
Application Prototype	20%	The application prototype encompasses how Watson will work on a particular set of data and how it interacts with the user.	The application prototype encompasses most of the aspects of the concept on how Watson will work and interact with user.	The application prototype encompasses few of the concept ideas and few details on how Watson will interact with the user.		0
Presentation	10%	The final presentation clearly articulated the business plan and vision for the Watson app in a professional and concise manner.	The final presentation covered most details in the business plan and explained the vision for the Watson app.	The final presentation does not clearly present the business plan and vision.		0
Sum of weighted scores	100%					0

Secondary Considerations	Target Market Size is greater than \$500M Has a broad / strong positive impact on society/community	Target Market Size is between \$100M to \$250M Has a medium positive impact on society/community	Target Market Size below \$100M Has a narrow/low positive impact on society/community Use case repeats what already exists in the Watson ecosystem
Secondary Considerations	Is an extremely creative/novel use case	Is a somewhat creative/novel use case	

Submission Check-List

1. IDEA: What problem are you solving? Why is it a problem? Why don't conventional approaches lend themselves to a solution? How is Watson a fit?
2. BUSINESS MODEL: Who is the end user? Who is the client/buyer? What is the target market, market size and growth potential? How will you bring it to market (go-to-market strategy)? What will you charge (pricing model)? What are the costs of licensing and does that effect the profitability of the pricing model? How will business value for the buyer/user be measured (e.g., time savings, cost reductions, etc.) How will the company operate and what is the organizational structure? Do you have the skills needed to implement this on the team currently? If not, what other skills are needed on the team? What dependencies have you identified for success? What assumptions have you made about the product or marketplace? Who are the competitors in this space and what differentiates each of them?
3. CONTENT DEFINITION/FORMAT: What data do you need to fuel the solution? Does it exist? In what format is the unstructured data and is it ingestible by Watson? What cleansing / formatting needs to be done in order to make the content ingestible by Watson and how will you do it?
4. CONTENT ACCESSIBILITY: Is the data publically available? Do we need to license it? Are there any challenges to licensing the content?
5. WATSON TRAINING: How will you train Watson? Who will do it? Have training data that represents real user interactions with Watson
6. APPLICATION PROTOTYPE: Prototype should demonstrate how Watson works on a particular set of content and interacts with the user.
7. PRESENTATION: The final presentation should clearly articulate the business plan and vision for the Watson app in a professional and concise manner the way a new business would pitch a VC for funding.

SECONDARY CONSIDERATIONS: Should there be difficulty deciding between two equally scored applicants, the judge may employ any of these secondary considerations to decide on the winner.