

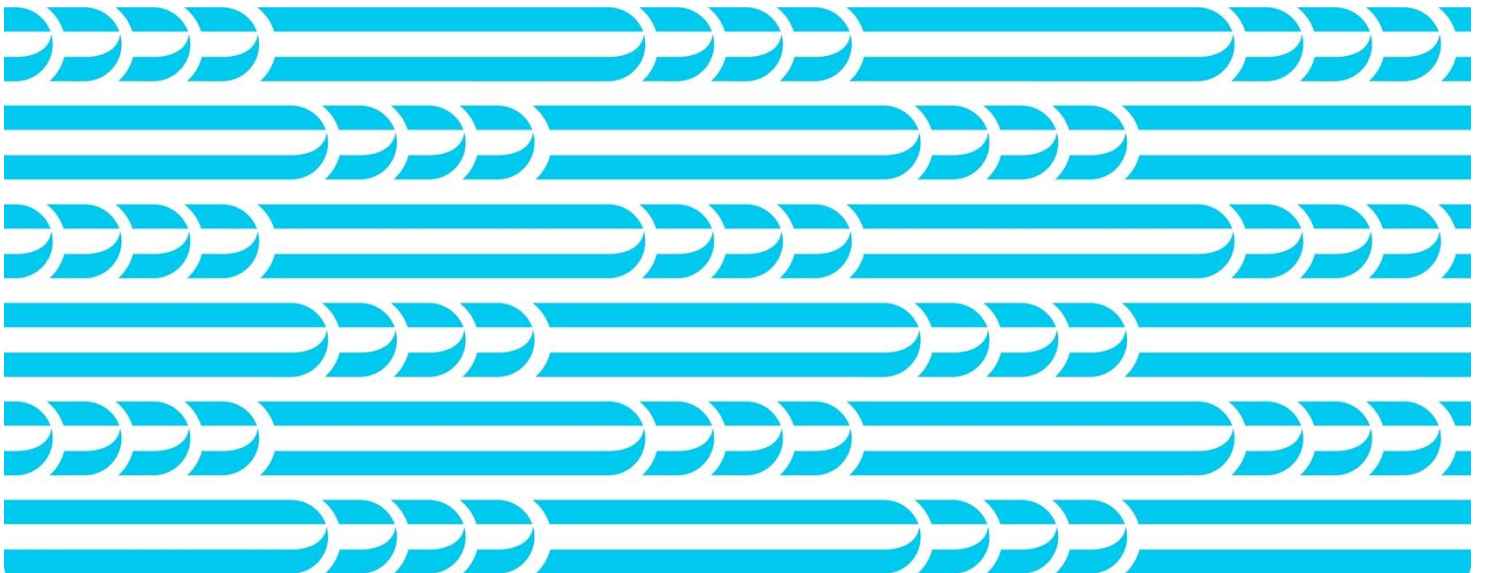


Waipapa
Taumata Rau
**University
of Auckland**

Velocity Ideas Challenge 2026

Judging Criteria

Updated March 2026



Goal:

Identify and select the **20 Ideas Challenge entries with the greatest potential for future success**. The focus is on the overall potential of the innovation, recognising that gaps in current strategies and teams are acceptable at this stage. Using a prepared marking sheet with defined assessment criteria and weightings, each entry will be evaluated and scored out of 100 to ensure a fair and thorough selection process.

Category	Criteria	Points
Idea/Innovation	<ul style="list-style-type: none">• The team has clearly identified a problem and provided a viable solution.• The solution is feasible and realistic.• The idea demonstrates originality and innovation.• It is clear at what stage of development this idea currently is.	30
Target Market	<ul style="list-style-type: none">• The target market is clearly defined and quantified.• The market size and growth potential have been clearly outlined.• There is strong evidence of market research or validation to support the opportunity.	30
Competitors	<ul style="list-style-type: none">• The competitors have been identified and analysed.• The idea is defensible against competitors, with clear differentiation.• The team has identified unique aspects that set their solution apart from competitors.	10

Team	<ul style="list-style-type: none"> • The team members have the necessary skills to advance their idea. • They have clearly identified skill gaps and the types of expertise needed. 	15
Resources	<ul style="list-style-type: none"> • The team has access to essential resources to support their idea and/or is aware of any significant gaps. • They have identified additional resources needed, such as funding, software, or laboratory space. • Resource gaps have been thoughtfully considered and outlined. 	10
Prototype (if available)	<ul style="list-style-type: none"> • The prototype demonstrates thoughtful design and functionality. • The prototype shows potential to meet its intended purpose or fulfils the claims made by the team. 	5
Overall Impression	Please add any additional thought or comments you would like to share with other judges and moderators who will be considering this entry.	

