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## Competition Criteria - COMMERCIALIZATION

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### Scoring Rubric for Judging

The categories and criteria are listed below. Each PRESENTER will receive a score in all categories, and the award will be determined with the overall scores. Scoring will be defined as 0-5 scale.

#### 1. Novelty & Inventiveness - 10

- i. The inventor/researcher has a clear and deep understanding of the problem related to the invention.
- ii. The idea is clear, innovative and presents a compelling answer to the question "What value will you create and for whom?"
- iii. The idea is new and inventor/researcher has the ability to explain about the differences with other similar technology and competitors.
- iv. The idea and technology is not "obviously" similar with the existing technology or product.

#### 2. Applicability - 10

- i. Due diligent - look for evidence that due diligent was carried out prior to the innovation work done.
- ii. Understand the existing application and relevant industries.
- iii. Usefulness in problem solving and its impact to economy/social/environment - specific problem/regional problem/global problem
- iv. Useful to others and applicable as it is may be useful to others with modification/improvement

#### 3. Product/Technology Readiness - 10

- i. Completeness/Maturity level of the invention that is measured using standard Technology Readiness Level (TRL) evaluation.
- ii. **Expected TRL for this category is 7/8/9** which is the PROTOTYPE had been demonstrated in operational environment, system is completed and qualified and ready for commercialization. Higher TRL will give extra strength to the invention.
- iii. Product demonstration must be performed physically or virtually and product with excellent demonstration and readiness will get higher mark.
- iv. Invention/Research must at least complete the prototype development and has been tested in operational environment, physically ready with final specification, manufacturing specification etc.
- v. Extra document such as Product Guideline, manufacturing details, Failure Mode and Effects Analysis (FMEA), safety guideline, certification from certified bodies,

demo video and any relevant document will give extra benefit to the judging process.

#### **4. Research Achievement – Publication, Fund & Talent Development – Total 10**

##### **i. Publication - 1**

- a) The research outcome provides a significant contribution to the body of knowledge.
- b) Publication in Cited Journal/International Journal/Referred Journal/local journal/book/magazine/newspaper/technical report/TV appearance
- c) Co-joint publication with external partners: academia, research institute, industry, or international institutions.
- d) Pamphlets about the product invention available

##### **ii. Pre-Commercialization/Innovation Fund - 3**

The inventor had received pre-commercialization/innovation grant/fund for the development of the invention and has the proof of the grant received.

- a) Value of grant
- b) Type of grant: university, national, industry, international
- c) Higher value will get higher mark

##### **iii. Talent Development - 1**

The inventor/researcher has produced undergraduate, master or PHD students from the invention/research.

- a) Undergraduate, master/PhD graduates, assistant researcher for industry/agency
- b) Requires proof by copy of thesis front page or letter of appointment

##### **iv. Recognition - 3**

- a) Received award from any national or international invention or research competition organized by local or international institute of higher education, research institutes, agencies, industries and any related bodies.
- b) Received recognition from any relevant parties.
- c) Appointed as "subject matter expert, speaker or consultant" for the related invention.

#### **5. Intellectual property - 10**

- i. The invention has been protected by any type of IP protection such as patent, utility innovation, industrial design, trademark, copyright and other type of IPs.
- ii. Protection as patent will give higher mark, however for some cases, with strong justification, relevant type of IPs is also accepted.

#### **6. Business Partner – 5**

- i. Any proof of industrial collaboration being made in the development of the product.
- ii. Present of the industrial partner during the exhibition will give extra mark.
- iii. Formal documentation is needed; MoU, MoA, LOA
- iv. Proof of involvement of the industry in the product development with clear job scope or roles of each party involved.
- v. Establishment of Spin Off company to commercialize the product can also be considered.

#### **7. Commercialization Status - 30**

- i. Well explained business strategy
- ii. Proof of agreement between business partner
- iii. Ready for production of the product at industrial scale
- iv. Technology transfer agreement
- v. Product ready to be commercialized anytime after exposition: final specification, manufacturing details, product promotion video, QAQC checklist etc
- vi. Commercialized product/technology with proof of agreement and proof of sales will give extra mark.

#### **8. Level of Impact - 10**

- i. The category of impact that the invention may contribute either to community, industry, environment or others and the size of impact either to very specific target group, national level or international level.
- ii. Contribution to the improvement of community, industry and environment at the national and international level will give higher mark.

#### **9. Presentation and Other Strength - 5**

- i. Was the presentation professional and well-practiced?
- ii. Is there anything else that the presenter has done exceptionally well?
- iii. Are there any additional strength that can be considered as a value added to the invention?
- iv. Outstanding presentation with comprehensive infographic poster and product video, and extra value such as MoU, MoA, industrial and community collaboration, very niche area that might contribute to national agenda, certified with any regulatory bodies etc.