



D3 DIGITAL CHALLENGE

DISCUSS-DESIGN-DELIVER

Judges Pack

Judge Score Sheet

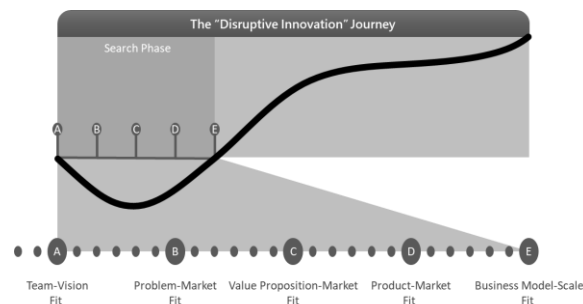
How to use this score sheet

Before the panel

1. Read the scoring indicators for each phase.
2. Read the descriptions of the objectives and actions required for each phase.

During the panel

3. Insert the name of the team at the top of the separate sheet.
4. Use this separate score sheet to record scores and any comments you wish to make.
5. At the end of each pitch, count the total for each phase and add onto the Score Sheet on the right. Include the team name.
6. Note: Phase E does not get a score, but is included for completeness in the Disruptive Innovation Journey diagram.



The Stages of the "Disruptive Innovation Journey" A to E

Phase		1	2	3
A) Establish team and vision to sustain a business	Vision	<ul style="list-style-type: none"> Vision incoherent / unclear 	<ul style="list-style-type: none"> Vision clear but lacks impact and may not be sufficiently bold as to attract and retain a team/investors 	<ul style="list-style-type: none"> Impactful and bold vision – 20+ years Vision is socially/globally impactful
	Grasp of market	<ul style="list-style-type: none"> Lack of clarity about size of market opportunity Trends not considered / demonstrated 	<ul style="list-style-type: none"> Some evidence to demonstrate minimal market opportunity Some trend(s) support growth 	<ul style="list-style-type: none"> Compelling evidence of a growing market Macroeconomic trends strongly support growth
	Team – cross-functional	<ul style="list-style-type: none"> Team skills not cross functional No diversity in the team No evidence of collaboration e.g. team leader sole decision maker 	<ul style="list-style-type: none"> Some cross functional working across all areas of the business Limited flexibility demonstrated 	<ul style="list-style-type: none"> Generalist skills allow team members ability to work cross function Diversity in the team will ensure solutions / decisions made effectively
B) Validate a problem worth solving	Beachhead market prioritised	<ul style="list-style-type: none"> No process followed to identify a niche market or discount other markets Lack of clarity over target market 	<ul style="list-style-type: none"> Identification of a target market but at a broad (not niche) level 	<ul style="list-style-type: none"> Evidence that the best niche market has been prioritised Evidence of clear process to disregard other markets
	Unmet customer needs identified	<ul style="list-style-type: none"> No clear understanding of importance or value of unmet needs 	<ul style="list-style-type: none"> Limited understanding of unmet need Limited understanding of whether the customers will pay 	<ul style="list-style-type: none"> Clear understanding and ability to articulate customers' unmet needs and how they can meet them Clear understanding supported by user research that customers are willing to pay for product
C) Validate your value proposition concept	Clearly communicated value proposition	<ul style="list-style-type: none"> No clear value proposition or ability to differentiate from customers 	<ul style="list-style-type: none"> Team is able to communicate their value proposition and is continuing to update it 	<ul style="list-style-type: none"> Team is able to clearly communicate their value proposition Team has tested it successfully with customers
	Evidence of customer validation	<ul style="list-style-type: none"> No customer validation 	<ul style="list-style-type: none"> Customers are interested but not yet willing to pay 	<ul style="list-style-type: none"> Team has taken an order from a customer who has bought into concept Can demonstrate validation from customer feedback
D) Validate your end-to-end customer experience	Deliver an outcome to a paying customer	<ul style="list-style-type: none"> No evidence of successful completion of a minimum viable product No confidence that team will produce one 	<ul style="list-style-type: none"> Team is currently working on developing a minimum viable product but not yet launched it 	<ul style="list-style-type: none"> Team has delivered value (a minimum viable product) to at least one customer
	Evidence of customer satisfaction with solution	<ul style="list-style-type: none"> No customers If customers, they are not satisfied with the solution and team may need to pivot or iterate significantly 	<ul style="list-style-type: none"> Customers are cautiously optimistic and happy to provide feedback Team may need to make a decision to iterate or pivot 	<ul style="list-style-type: none"> Customers have become advocates for the solution Customers have provided positive feedback as well as suggestions for improvements Team continually iterating
E) Business Model Fit	Not scored. You may write comments here.			

Total Scores

Team name: _____

A) Establish Team & Vision to sustain a business	B) Validate a problem worth solving	C) Validate your Value Proposition Concept	D) Validate your end-to-end customer experience	Total Score
Score	Score	Score	Score	

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