

Codeavour 8.0 Track 1 Evaluation Guidelines

Welcome to the Codeavour 8.0 Innovation & Entrepreneurship Track! This evaluation guide is designed to help you understand the criteria that judges will use to assess your project. It outlines the expectations for each stage of your submission—from identifying a meaningful problem and designing an innovative solution to demonstrating its impact and presenting a compelling business pitch. We encourage you to use these guidelines throughout your project journey to build a solution that is creative, technically sound, impactful, and aligned with your chosen challenge.

Evaluation Matrix for Codeavour 8.0 Track 1			
VALID ONLINE PROJECT SUBMISSION BEFORE THE LATEST EVENT DEADLINE IS MANDATORY			
Evaluation Category	Weightage	Criteria	Marks
Problem Analysis & Understanding	25%	Problem Definition and User Understanding	15
		Root Cause Analysis and Research	10
Banner	5%	Visual Appeal, Clarity and Communication	5
Pillar Selection & Purpose	10%	Pillar Relevance	4
		Project Alignment	6
Solution Design & Creativity	25%	Innovation and Originality	10
		Functionality and Technical Feasibility	15
Business Pitch	20%	Value Proposition and Pitch Delivery	10
		Market Potential and Sustainability	10
Impact	15%	Real-World Impact and Scalability	15
Total		100	

Evaluation Framework

1. Problem Analysis & Understanding (25%)

A successful innovation begins with a thorough understanding of the problem. Teams should clearly define the problem, identify the target users, explain why the problem exists, and support their findings with research, surveys, interviews, observations, or data. Judges will evaluate how well the team understands the problem and whether the identified root causes justify the need for the proposed solution.

Focus: Problem identification, research, user understanding, and root cause analysis.

2. Banner (5%)

The project banner should communicate the project professionally and effectively. It should be visually organized, easy to read, and present key project information in a concise manner. The emphasis is on clear communication rather than artistic design.

Focus: Organization, readability, visual communication, and presentation quality.

3. Pillar Selection & Purpose (10%)

Teams should clearly explain why they selected their challenge Pillar and how their project addresses the objectives of that Pillar. Judges will assess whether the proposed solution is relevant to the selected challenge and demonstrates a clear understanding of its purpose.

Focus: Pillar relevance, project alignment, and justification for Pillar selection.

4. Solution Design & Creativity (25%)

This category evaluates the quality of the proposed solution itself. Teams should demonstrate originality, explain how the solution works, showcase its technical implementation, and justify why it is effective in solving the identified problem. Judges will assess innovation, functionality, technical feasibility, and the overall design of the solution.

Focus: Innovation, technical implementation, functionality, feasibility, and engineering design.

5. Business Pitch (20%)

Teams should demonstrate that their solution has practical value beyond being a prototype. They should clearly identify the target users or customers, explain their value proposition, discuss existing alternatives or competitors, and present how the solution could be adopted, sustained, or commercialized. Judges will evaluate the clarity, structure, and viability of the business case.

Focus: Value proposition, target users, market understanding, sustainability, and commercialization.

6. Impact & Scalability (15%)

Teams should explain the expected outcomes of implementing their solution. Rather than describing the solution itself, this section should focus on the difference it can make. Judges will evaluate the potential social, environmental, or economic impact, the number of beneficiaries, the solution's scalability, and its ability to create long-term positive change.

Focus: Expected outcomes, beneficiaries, measurable impact and scalability

Conclusion

Innovation is not just about creating new ideas—it is about solving meaningful problems and creating lasting impact. These evaluation guidelines are designed to ensure a fair, transparent, and comprehensive assessment of every project while encouraging participants to think critically, innovate responsibly, and present their ideas effectively.

We encourage all teams to use this document as a roadmap throughout their project journey. Focus on understanding the problem, designing a practical and innovative solution, demonstrating its impact, and communicating your vision with confidence. Most importantly, enjoy the process of learning, creating, and making a positive difference.

We look forward to witnessing your creativity, passion, and innovation as you shape the future through Codeavour 8.0. Best of luck! 🚀