

**NFC Forum Global Competition 2010**  
**Evaluation Sheet for Reviewers**  
**COMMERCIAL TRACK**

<b>REVIEW FOR ENTRY NUMBER:</b>					
<b>JUDGE NUMBER:</b>					
	<table border="1"> <tr> <td style="text-align: center;">Low</td> <td style="text-align: center;">High</td> </tr> <tr> <td style="text-align: center;">1 2 3</td> <td style="text-align: center;">4 5</td> </tr> </table>	Low	High	1 2 3	4 5
Low	High				
1 2 3	4 5				
	<b>Rating</b>				
<b>Business Evaluation</b>	0				
<b>1. Product</b>	0				
<p>Is the overall product design high quality?</p> <p>How mature is the service/product (as described in the entry)?            1=Available in 3+ years, 3=available in 12 months, 5=Available now</p> <p>Is the product unique?</p> <p>How independent is the solution, or how much value does the product add to any existing solution?</p> <p>Is the user experience well thought out and user-friendly?</p>					
<b>2. Business Model</b>	0				
<p>Does the business model make sense?</p> <p>Is the target market well-defined and sized?</p> <p>Does the model accurately define the underlying NFC ecosystem needed to implement the product?</p> <p>Is the business model viable in the near future? Is the ecosystem ready to support it?</p> <p>Is the proposed business model beneficial to all parts of the ecosystem?</p> <p>Is the business model sustainable today or in the future?            1 = Future, 3 = Today, 5 = Today &amp; future</p>					
<b>3. Market</b>	0				
<p>Is the market for the product viable in terms of size, need, consumer understanding?</p> <p>Do the market segments, niches, etc. seem reasonable as defined?</p> <p>What is the size of the market? 1=niche to 5=ubiquitous</p> <p>How long is the sales cycle? 1=very slow to 5=very fast</p> <p>Is the market entry strategy realistic?</p> <p>Is a competitive advantage foreseeable compared to other technologies outside of the NFC ecosystem?</p> <p>Will the target market readily understand how to use the product?</p> <p>How attractive is the solution for the target market?</p>					

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<b>4. Financial</b>	<b>0</b>
<p>Is the pricing model sustainable and realistic?  1 = Barrier to entering market to 5 = Excellent price point</p> <p>How plausible is the overall financial forecast?</p> <p>Are the revenue and expense streams clearly defined?</p> <p>Have start-up and operational costs been estimated realistically?</p>	
<b>Innovativeness of the approach</b>	<b>0</b>
<p>How innovative is the product when compared to other known NFC applications?</p> <p>Does the product significantly improve a current process or create a valuable new process?</p> <p>How powerful, creative, and influential to the market is the idea?</p> <p>Does the product solve a known problem in a creative way?</p> <p>How innovative/unique is the market strategy?  (None = 1, Technology only = 2, Very unique/innovative = 5)</p>	
<b>Use Cases</b>	<b>0</b>
<p>Does the entry meet the stated purpose of the product/service?</p> <p>Does the entry deliver on its NFC promise?</p> <p>Does the entry show compelling reasons to use the proposed product?</p> <p>Does the entry show strong product design and usability?</p>	
<b>Other</b>	<b>0</b>
<p>Does the solution use the NFC Forum specifications?</p> <p>Is the entry itself presented clearly and logically?</p> <p>Does the entry identify the advantages and drawbacks of the product?</p> <p>How likely is it to enhance the public perception of NFC technology?</p> <p>Does the solution use the N-mark?  1 = Not at all, 3 = Yes, but incorrectly, 5 = Yes, Correctly</p>	
<b>Total</b>	<b>0</b>

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Additional comments, feedback and notes on the entry: