

**NFC Forum and WIMA present:
 “Tap Into Innovation: NFC Global Competition 2012”
 Evaluation sheet**

REVIEW FOR ENTRY NUMBER:	
JUDGE NUMBER:	
Low	1
	2
	3
	4
High	5
Commercial Viability	0
How complete is the business case study of the solution? 1 = Not provided, 2 = Abstract only, 5 = No unanswered questions) Does the business model make sense? Is the business model practical and feasible? Is the business model sustainable today or in the future? 1 = Future. 3 = Today. 5 = Today & future Does the entry offer a competitive solution in the market place? How mature is the service/product (as described in the entry)? 1 = Not released. 3 = Trial conducted. 5 = Commercially released for >24 Is the market for the product viable in terms of size, need, consumer Is the proposed business model beneficial to all components of the ecosystem? What is the size of the market? 1=niche to 5=ubiquitous Does the target market readily understand how to use the product?	
Innovation	0
Is the proposed business model unique while still being plausible? Does the product solve a known problem in a creative way? 1 = Has been done before. 5 = totally new way How creative and influential to the market is the solution? Does the solution bring NFC to a new industry? How many similar solutions are on the market today? (1 = There are many. 2 = There are several. 3 = There are 1 or 2. 5 = None) How innovative/unique is the market strategy? (None = 1, Technology only = 2, Very unique/innovative = 5)	
User Experience	0
How quickly can users learn how to use the solution Does the solution reduce the time taken? Please take into consideration back end requirements as well, i.e.: Does the solution reduce the amount of user time in reconciling the payment transaction? How difficult is it for a user to make errors? How familiar/intuitive is the interface of the solution? How easily would it be for a user who has not used the product in a long period of time, to reestablish proficiency with the solution? Does the entry show compelling reasons to use the proposed solution? Does the solution simplify the user experience in completing the objective? Is the overall solution design high quality? Is the user experience well thought out and user-friendly?	
General	0
Are potential advantages and drawbacks explained properly? Does the entry identify the advantages and drawbacks of the product? Does the solution use the N-mark? 1 = Not at all. 3 = Yes, but incorrectly. 5 = Yes, Correctly How likely is it to enhance the public perception of NFC technology? Is the entry itself presented clearly and logically? Does the entry provide a potentially valuable case for the introduction of the NFC ecosystem?	

Total	0
Additional comments, feedback and notes on the entry:	