



CHALLENGE DEFINITION & JUDGING CRITERIA

JUDGES



DANIEL CLARKE
Smart Cambridge



**JONED
SARWAR**
Alchera



**NADIA
CAVALLETTO**
Expert



PAUL HUGHES
Allia



SUDO CHALLENGE PRIZE

CHALLENGE AREAS



ENVIRONMENT

MOBILITY

**IMPACT &
USEFULNESS**

?/5

**WOW
FACTOR**

?/5

**HACK
EXECUTION**

?/5





IMPACT & USEFULNESS

- Scale - # people who benefit
- Useful for
 - Citizens?
 - Businesses?
 - Local Government?
- Is it good for what it aims to solve
 - tool?
 - technology?
 - product?
- ROI
- Ethics

WOW FACTOR / CREATIVITY

- The Idea
 - Novelty & Step change from status quo

EXECUTION

- Quality of Hack
 - Collection / Analysis / User Tools
 - Workaround/solve gaps in data etc.