

# Evaluation Criteria

25%

## Use of the Market design

- 0 – insufficient:
- 1 – meets the objective:
- 2 – exceeds the objective:

The solution uses elements of the consumer-centric market design (CCMD). Real-time data or real-time signals are applied. Flexible assets are explicitly considered in the business case (“Exchange of Energy blocks”).

CCMD not used, limited to ex-post data  
algorithms use RT data but limited impact on the behavior, mainly improving transparency  
RT sources used to create a smart algorithm, flexible assets are being steered

25%

## Level of innovation

- 0 – insufficient:
- 1 – meets the objective:
- 2 – exceeds the objective:

The solution is innovative. The approach tackles problems of the present or the future in a new way and so has the potential to create meaningful change to the energy world.

no innovation, solution exists and has been implemented already  
something new (e.g. new feature), added value for consumer, based on existing solution  
meaningful change, idea transforms the way we look at energy

25%

## Product desirability

- 0 – insufficient:
- 1 – meets the objective:
- 2 – exceeds the objective:

The solution is appealing and engages the customer. It is user-friendly and understandable. The solution motivates the user to adapt the behavior and it addresses a consumer need.

no or little time spent on user interface and story  
nice interface, story is clear but passive, not addressing a large audience  
intuitive design, engages the user, solution solves a user need, gamification is a plus

25%

## Technology used

- 0 – insufficient:
- 1 – meets the objective:
- 2 – exceeds the objective:

The solution is based on state-of-the-art technology. Platform thinking is applied, the service/ solution is scalable. There is ready-to-use code and a first running version of the solution.

no code, only slides  
some working code snippets exist, solution is based on software provided  
working code with impact

+1

## Extra point: Implementation plan

The team has a clear vision and plan on how to continue. A roadmap with next steps is presented and the team has a strong commitment to turn their idea into a prototype.