**Shortlisting Criteria**

Desirability 30%

* How effective is this solution in solving the problem identified?
* How beneficial is this solution to its target user / customer?

Innovativeness 20%

* How does this concept compare to the next best alternatives?
* How unique is the execution of this solution?

Feasibility 30%

* Is this solution technically feasible and scalable?
* In terms of time, effort, and cost, how likely will stakeholders adopt and implement this solution?

Company 20%

* Ability to implement this solution (not just an advisory service), as reflected in track record (past projects and client references)
* Experience and skills of proposed team

**Submission Format**

* Your company details - Name, Address, Incorporation Date
* Your core Team (up to 3 people) - Name, Title, LinkedIn Profile, Short Bio less than 100 words
* Your company background (200 words or less) - Please share 3 past relevant projects and include client references (if any, you may attach additional documents to this submission)
* Which Challenge Statement(s) are you addressing?
* Describe your proposed solution, including technologies involved (can include diagrams)
* What type of MICE industry partner are you targeting?
* How would you implement and later scale the proposed solution with the MICE industry partner?