

✅ **Evaluation Criteria – With Breakdowns**

1. 🔗 **Impact Potential – 40%**

- Must have a clear business case
- Should have the potential to generate **₹50 Cr revenue in 3 years**
- Can open up new market segments or revenue streams
- Strong customer adoption potential

2. 💡 **Innovation & Uniqueness – 30%**

- Idea should be **bold**, fresh, and groundbreaking
- Should differentiate Numeric in the market
- Should not be an incremental change or an existing idea with minor tweaks

3. 🛠️ **Feasibility – 20%**

- Execution within 12 months
- Realistic in terms of:
 - Time
 - Cost
 - Technology availability
- Clear ownership & scalability

4. ⚙️ **Vision Alignment – 10%**

- Directly supports our vision to be #1
- Aligns with business priorities like sustainability, customer centricity, or digital transformation