JUDGING CRITERIA

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The Judging Criteria differs by Category, but the Emphasis is on the Overall Quality of the Entry and Projects; the Merits of Innovation, Decisiveness, Integrity, Strategic Vision, Commercial Viability, Benefit to Community and Industry Growth.

The Judging Criteria Ensures that all Companies, Regardless of Size, Strength, Magnitude & Experience, Domain or Innovation type can Clearly Communicate, Affirm and Support their Nomination.

These Evaluation Criteria were Established to be Relevant, Comprehensive, Well Aligned with the Ever-Evolving definition of "Innovation," Transparent for Nominees and clearly defined for our voting bodies through Various Platforms.

There are no Precise Objective Metrics that Unambiguously Define how Companies and concepts Rank for each Evaluation Criteria. We have Developed the Evaluation Criteria and a Corresponding set of Assessment Tools and Scales that we believe allow for a Fair, Honest and Equitable Assessment of each entry. All entries will be judged on the following Golden Brick Awards Criteria:

CRITERIA 1: CONCEPT

Opportunity, Conception, Method & Development

In the true spirit of Awards, we are looking for Innovations that not only addresses a need and solves a problem but also seizes an Opportunity and creates a new market or industry and we are interested to evaluate the Overall Method, Development of the Concept and Opportunity. We would like to understand how Discovery, Collaboration, Iteration, Prototyping etc. contributed to the Conception and Development of the Innovation as it progressed from Genesis to Design and Implementation.

CRITERIA 2: VALUE

Need, Desire, Differentiation, Advantage & Cost

For the Award Criteria of Assessment, Value is a Primary Driver for the Innovations. We would like to understand how the Innovation satisfies an existing Need or Desire of the Developer, Customer, Investor and Industry. We are seeking evidence for how the offering is different and whether it has Distinct, Game Changing Advantages over any alternatives. We also want to review the unique value proposition, the relationship between its cost & benefits, Economic Desirabilityand ROI with fair Business Practice.

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CRITERIA 3: DELIVERY
Commitment, Engagement, Availability, Achievement

Winners will not only be Accomplished Innovators but also Great Communicators, Marketersand Mastersof Delivery. We would like to understand how the Project Quality, Company Ethics, Vision, Innovation and Execution Strategies are Enforced and Delivered in Clear and Compelling ways. We are looking for Interesting Industry Examples & Landmarks, of how consumers have been Engaged & Benefited and how the offering has been Delivered and availed to the Marketplace, contributing to the Development of Industry and Area. Finally, we are interested in how the Value Proposition of the Offering & Delivery is being Achieved, Fulfilled and Validated in the Competitive Marketplace.

CRITERIA 4: IMPACT
Sustainability, Social Responsibility, Industry Development, Contribution & Efforts Potential

Organizers Devoutly believe that Real Innovation not only Demonstrates Commercial Success of the Project but also Sustains Sensitivity to Broader Implications. We would like to understand the immediate and long-term Impact that the Innovation and planning has on the Development of Respective Area, Industry, Sentiments of Market and Customers, Environment and the Society as a whole. We are also interested how the offering may establish a Vision or be the basis of a larger System or Platform of Innovations and how it might be an Inspiration for the future Innovators, especially forming parameters, examples and guidelines for upcoming developers and projects across the Real Estate Fraternity and Industry.

Further Details of Criteria are available on the official Website of Awards:
www.thegoldenbrickawards.com

"Winners were not Born Winners
they Learned and Practiced
How to Win and they got it!"