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| **Evaluation Criteria for SBE** |
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| **Criteria (Score)** | **Details** | **Full Marks**  | **Marks Obtained** |
| Goals and significance (10) | Goals, significance and details of product : challenging level of goals, relevance of contents | 5 |   |
| Possibility of business development : market trends and size | 5 |   |
| Product Comtetitiveness (20) | Technological innovativeness & differentiation | 10 |   |
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| Product enhancement or development plan : appropriateness of the development process according to the current market needs | 10 |   |
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| Commercialization and Economic Feasibility (40) | Marketing strategies and investment plan, etc. | 20 |   |
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| Pricing Model and Target Customer Identification | 10 |   |
| Revenue forecasting, job creation, patent, etc. | 10 |   |
| Educational Effects (10) | On-site training plan, student involvement in process, cooperation among related departments | 10 |   |
| Capacities of the project team | Capacities of the project team including the PI : researchers, research & development infrastructure, student and industry collaboration, etc. | 10 |   |
| Budget Plan (10) | Budgeting : validity of budgeting for the product development | 10 |   |
| **Total** | **100** |  |