

 RUBRIC ICCubeX+ 2026 	
Criteria	Weight (%)
1. Technology Description & Feasibility (20%) Assesses clarity of the technology, Technology Readiness Level (TRL), and feasibility for implementation. *Emerging (0–4%) – Technology is at an early stage with limited clarity; feasibility has not yet been clearly demonstrated *Developing (5–8%) – Basic explanation provided; feasibility is still being explored or partially demonstrated *Competent (9–12%) – Clear explanation with reasonable feasibility and supporting technical basis *Strong (13–16%) – Well-defined technology with strong technical justification and feasibility *Advanced (17–20%) – Highly clear, validated technology with strong readiness (TRL) for implementation	20
2. Market Research & Validation (20%) Assesses understanding of market demand, size, and validation from potential users. *Emerging (0–4%) – Limited or no market information available *Developing (5–8%) – Preliminary market insights with limited supporting data *Competent (9–12%) – Basic market analysis with some supporting evidence *Strong (13–16%) – Clear and relevant market data with reasonable validation *Advanced (17–20%) – Comprehensive analysis with strong evidence of market demand	20
3. Market Competition (15%) Assesses understanding of competitors and market positioning. *Emerging (0–3%) – Limited awareness of competitors *Developing (4–6%) – Basic identification of competitors with minimal analysis *Competent (7–9%) – General comparison with some differentiation *Strong (10–12%) – Clear positioning with identified advantages *Advanced (13–15%) – Strong positioning with well-defined competitive advantage	15
4. Go-To-Market Strategy (20%) Assesses the strategy for entering and scaling in the market. *Emerging (0–4%) – Strategy is not clearly defined *Developing (5–8%) – Initial approach identified but lacks structure *Competent (9–12%) – Basic go-to-market plan *Strong (13–16%) – Clear and actionable strategy *Advanced (17–20%) – Well-structured, scalable, and realistic strategy	20
5. ROI & Commercial Potential (10%) Assesses financial projections and commercial viability. *Emerging (0–2%) – Limited or unclear commercial potential *Developing (3–4%) – Initial estimation with limited justification *Competent (5–6%) – Basic financial outlook with reasonable assumptions *Strong (7–8%) – Realistic and justified projections *Advanced (9–10%) – Strong commercial potential supported by clear financial rationale	10
6. Team Capability (10%) Assesses the capability, experience, and readiness of the team. *Emerging (0–2%) – Limited relevant expertise *Developing (3–4%) – Some relevant capability identified *Competent (5–6%) – Adequate experience to support project *Strong (7–8%) – Competent team with relevant expertise *Advanced (9–10%) – Strong team with proven capability and/or industry exposure	10
7. Industry Engagement / Letter of Intent (5%) Assesses level of industry collaboration and commitment. *Emerging (1%) – No clear industry engagement *Developing (2%) – Initial engagement or informal discussion *Competent (3%) – Basic engagement with potential partner *Strong (4%) – Clear collaboration with industry involvement *Advanced (5%) – Strong commitment (e.g., LoI or formal support)	5
Total Weight (%)	100