

# Evaluation Criteria

NTT DATA Open Innovation Business Contest is a **competition of proposals for collaborative business** between NTT DATA and contest applicants.

Each proposal will be evaluated on the following factors:

- Business plan - novelty, feasibility, competitive advantage, social impact
- Synergy with NTT DATA
- Size of business – user needs, market size, growth potential

<http://oi.nttdata.com/en/contest/9th/about/#anchor02>

# Business Plan

Please submit your **proposal for a collaborative business** with NTT DATA in English or Japanese.

- 10 pages or less
- Must be a PDF file that is 8MB or smaller
- Use the link provided in the application acceptance notice
- This submission is the step 3 of the screening process as described in this page:  
<http://oi.nttdata.com/en/contest/9th/about/#anchor03>

## Suggested contents

- Overview of your company and team
  - Also identify your competitors
- Description of your key solutions that are relevant to your proposal
- Description of the proposed business
  - Overview
  - **Key differentiators and unique selling points**
  - **Flow of money and services between all stakeholders and customers**
  - **Market size and growth potential**
  - **Synergy with NTT DATA** – how vital and irreplaceable is NTT DATA in the proposed business