

TechTour Selection criteria

- **Management Experience** - The company team has skills and experience to grow the business and is able/willing to work with industry & research
- **Product / Technology merit** - Technology or product solutions developed are state-of-the-art and well advanced compared to competitors
- **Market Potential** - The potential market of customers for the presented product is attractive and the business model is strong
- **Go2Market/ Strategy & Competitive Position** - The company has a clear go to market strategy & is well positioned in the market in comparison with its competitors
- **Presentation Quality** - The Presentation and/or Video is complete, clear, balanced and convincing
- **Business Model Clarity/ Credibility** - The revenue streams on customer acquisition model is clear and credible

