

Caribbean Innovation Competition 2019

Caribbean Innovation Competition Guidelines for Market Validation of the Prototype

Market Validation of the prototype (required): The participating teams must develop a prototype and introduce it to the market with potential customers in order to validate the business idea they want to develop. Thus, validation should include Consumer Surveys. After the market test, the teams must present evidence through video, photographs and interviews with the following information:

1. Description of the functionality, design and features of the present Record of the meetings (Transcripts of Questions and Answers of at least five potential clients).
2. Contact Information and reason why that potential customer of the project was chosen.
3. Photos of the team interviewing each potential customer (if available).
4. Feedback and suggestions from the potential customers interviewed.