



MASTERS



# Mercedes-Benz car2space Challenge 2024 “Space up your Drive”

Submit your idea  
from 15 February  
to 23 April 2024!

## Evaluation Criteria

### INNOspace Masters 2024

For the Mercedes Benz car2space Challenge “Space Up your Drive” the following criteria will be used to evaluate the submitted proposals during the online evaluation and to calculate the final score:

Criteria	Description
Relevance	There is a clear relevance to the topics of the Mercedes-Benz car2space Challenge and it is a strategic fit to the company’s position.
Scope & Realisation	The project course is realistic and the resource planning is appropriate.
Technological Feasibility	The idea / solution is technically feasible.
Market Potential	The potential for consumer demand and the chance for commercial success are high.
Innovation Level	The degree of innovation is high.
Competence	Professional expertise and prior experience are fully demonstrated.
Team Strength	The team members’ competences and skills complement each other excellently.

