Software Evaluation Project – Commercial Readiness Evaluation Criteria

1. Product Functionality & Core Features (20%)

• Does the software deliver on its promised features and use cases?

• Are all core functionalities implemented and working as intended?

• Is the user experience intuitive and consistent?

• Are there any major bugs or stability issues?

Scoring Guide:

0–5: Incomplete or poorly working features

6–10: Some features complete, minor bugs present

11–15: Most features complete, stable

16–20: Fully functional, stable, and polished

2. Technical Robustness & Scalability (15%)

• Is the codebase well-structured, modular, and maintainable?

• Has the system been tested for scalability, performance, and reliability?

• Are there security best practices in place (e.g., authentication, data validation)?

Scoring Guide:

0–5: Fragile, unscalable, poor architecture

6–10: Decent codebase with some scalability concerns

11–15: Scalable and technically sound

3. Market Fit & Commercial Potential (20%)

• Is there a clear market demand for the software?

• Has the target audience been identified and validated?

• Are there competitors? What is the product's unique value proposition (UVP)?

• Are there any early users, sales, or traction metrics?

0–5: No clear market or users

6–10: Early ideas of market potential

11–15: Some validation or competitor analysis

16–20: Clear UVP with strong market potential

4. UI/UX & Design Quality (10%)

• Is the user interface visually appealing and consistent?

• Is the user journey logical and efficient?

• Is the design responsive and accessible across devices?

Scoring Guide:

0–3: Poor or inconsistent design

4–7: Usable but basic UI/UX

8–10: Polished and user-friendly design

5. Commercialization Readiness (15%)

• Is the software packaged and deployable (e.g., installer, cloud-hosted, app store-ready)?

• Is licensing or pricing strategy defined?

• Are documentation, help resources, or onboarding materials prepared?

• Are legal/ethical/compliance aspects addressed?

Scoring Guide:

0–5: Not ready for release

6–10: Partially prepared for commercialization

11–15: Fully prepared, go-to-market ready

6. Business Model & Monetization Strategy (10%)

• Is there a feasible business model (subscription, freemium, one-time purchase, etc.)?

• Have pricing strategies and customer segments been explored?

• Are there plans for customer support and scaling?

Scoring Guide:

0–3: No clear business model

4–7: Some planning, limited clarity

8–10: Solid business strategy in place

7. Presentation & Documentation (10%)

• Is the final report or documentation complete and professional?

• Does the pitch/presentation effectively communicate the product and its value?

• Are technical and business aspects clearly explained?

Scoring Guide:

0–3: Weak documentation/presentation

4–7: Adequate with minor gaps
8–10: Clear, engaging, and professional

Total Score: /100

Grade	Interpretation
85–100	Ready for commercialization
70–84	Almost ready, minor improvements needed
50–69	Needs moderate improvement
Below 50	Not yet commercially viable