



# RED HAT CHALLENGE

## 1. Articulation of Concept

[20.0 Weight]

How persuasive and coherent is the concept?

**Crude**

1       6

*The concept is not well articulated. Not persuasive and is incomplete*

**Well-articulated**

*Articulation is clear, complete, compelling and persuasive*

## 2. Creativity of Concept

[20.0 Weight]

How bold, fresh and original is the concept?

**Ordinary**

1       6

*The concept is familiar and stale. May repackage existing ideas.*

**Visionary**

*The concept is ingenious, innovative, inspired, inventive original and visionary.*

## 3. Relevance to Red Hat's Competitive Environment

[20.0 Weight]

How well does the concept map to the business context within which Red Hat currently operates?

**Irrelevant**

1       6

*The concept is inapplicable, irrelevant, inappropriate or illegal within Red Hat's current operating environment.*

**Germane**

*The concept is applicable, compatible, congruent, consistent, pertinent, significant, and well-suited to Red Hat's operating environment.*

## 4. Market-disrupting force of Concept

[20.0 Weight]

By how much does the concept impact the competitive landscape and market conditions?

**Passive**

1       6

*The concept is passive and conforms to market norms.*

**Pugnacious**

*The concept is advancing, attacking, combative, contentious and disruptive.*

## 5. Viability of Implementation

[20.0 Weight]

How practical will it be for Red Hat to implement or act upon the concept at the current time?

**Impossible**

1       6

*The concept is unattainable or impractical*

**Feasible**

*The concept is applicable, feasible and practicable.*