

## Judging Criteria

| Section                                  | Description                                                                                                                                                                                                                                                                                                              | Points Earned | Notes |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------|
| Problem Articulation                     | Solvers must explain the targeted problem clearly and precisely. It is crucial that the critical elements are identified so judges can determine the impact of the problem and the benefits of any potential solution.                                                                                                   | /5            |       |
| Appropriate use of Blockchain Technology | The judges will be looking for something that is uniquely suited to Blockchain and will base their scores on whether the technology is an appropriate solution to the problem. Not all problems can be fixed with Blockchain! Make sure you explain why Blockchain is the best route to success for your specific issue. | /20           |       |
| Action Plan                              | It is important to present a plan that articulates objectives, the resources required, the necessary budget and the timeline used for implementing your solution. Judges will be looking for a sound plan backed up where necessary with reasoned arguments and evidence.                                                | /20           |       |
| Feasibility                              | Judges will make a call on whether all the key risks and complexities have been identified and the necessary mitigations provided. Please don't be put off from submitting something radical; just make sure you think through implementation!                                                                           | /15           |       |
| Innovation                               | Innovation is important and judges will be looking for new and exciting concepts that have not previously been explored or established techniques being used in a different way.                                                                                                                                         | /15           |       |
| Benefits                                 | Scores in this section will be based on how big a positive impact the solution will deliver, including social impact, scalability, originality, and alignment with Coinbase's mission.                                                                                                                                   | /15           |       |

|              |                                                                                                                                                                                    |             |  |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--|
| Pitch        | Scores in this section will be based on the team's live pitch presentation, including overall quality of content, mastery of subject matter, adhering to the time limit, and more. | /10         |  |
| <b>TOTAL</b> |                                                                                                                                                                                    | <b>/100</b> |  |