

## Judging Criteria

Idea Phase	Existing Business
<p><b>1. Business Description/ Business Idea...25%</b></p> <p>a. How well was the idea explained? b. Is the solution feasible? c. How reasonable, sustainable, and scalable is the idea?</p> <p><b>2. Market Analysis...15%</b></p> <p>a. Is there a genuine need for the solution? b. How well was the target market defined? c. Is there a presence of potential substitutes for the product?</p> <p><b>3. Preliminary marketing research and benchmarks...15%</b></p> <p>a. Size of the market b. Market Trends c. Market Channels</p> <p><b>4. Team...20%</b></p> <p>a. Recognizes core competencies needed to execute the idea b. Superpower - why are you the best person to execute this idea?</p> <p><b>5. Social, Economic and Environmental Impact...25%</b></p> <p>a. Will the implementation of the idea positively benefit the community? b. Is there the potential for significant social, economic and environmental impact and engagement of the broader community?</p>	<p><b>1. Business Description/ Business Idea... 25%</b></p> <p>a. How well was the idea explained? b. Is the solution feasible? c. How reasonable, sustainable, and scalable is the idea?</p> <p><b>2. Market Analysis...15%</b></p> <p>a. Is there a genuine need for the solution? b. How well was the target market defined? c. Is there a presence of potential substitutes for the product?</p> <p><b>3. Marketing and Implementation Plan...15%</b></p> <p>a. How realistic is the marketing and implementation plan? b. Are resources sufficiently allocated for different aspects of the implementation plan?</p> <p><b>4. Management...20%</b></p> <p>a. Does the applicant exhibit the knowledge and/or skills required for operation? b. What is the depth and breadth of the applicant's capabilities and past experience?</p> <p><b>5. Social, Economic and Environmental Impact...25%</b></p> <p>a. Will the implementation of the idea positively benefit the community? b. Is there the potential for significant social, economic and environmental impact and engagement of the broader community?</p>