Judging Criteria

**Business Description**
Details of the venture and what it does; How well was the concept explained, how reasonable, sustainable, and scalable is the new concept? Viability: Does the proposed business have a realistic potential to succeed?

**Value Proposition**
Originality, innovation, thoughtfulness, and Impact on big problem; What is the new and unique value of idea/product/service?

**Idea/Product/Service**
Differentiation from the existing competition, User experience, identify current and potential competitors; Distinctive Competence

**Market Analysis**
Market Opportunity: Is there a clear market need presented? Does the proposal suggest a viable way to meet that need? How well was the target market defined? What is the size and growth of the market? Does the company proposes a novel, disruptive or unique business concept that will provide it with a competitive advantage?

**Technical**
Technically Practical and Feasible. Is the description clear? Is there a presence of potential substitutes for the product? Is there a prototype or working description of the idea/product/service? What technology and/or other intellectual property (if any), is essential to the success of this venture?