Judiing Criteria by Competition Round

**Round 1  Written Application**

Team leaders must submit a 1-2 page executive summary and a completed Business Model Canvas. Each submission will be evaluated and scored by a multi-person Selection Committee (SC). Team scores will be aggregated, averaged, and ranked from highest to lowest. The top ranked teams will advance to Round 2 of the competition. Written materials will be judged according to the following five (5) main categories (bullet points provide additional guidance):

1. **Value Proposition**
   - What problem(s) is being solved for the customer?
   - What benefit(s) does the venture deliver to solve the problem?
   - How does the venture solve the problem(s)?

2. **Target Market and Customer Segment**
   - Who are the potential customers?
   - Is there a viable market and economic opportunity?

3. **Marketing, Sales and Competitive Advantage**
   - What channels will the venture utilize to reach customers? Are the channels cost effective?
   - How will the venture retain customers?
   - How will the venture obtain additional revenues from existing customers?
   - Who are the venture’s main competitors? How does the venture propose to outperform them?

4. **Revenue Streams, Cost Structure and Deliverables**
   - How will the venture make money? Are there multiple revenue streams? From which customer segments is the revenue generated?
   - What are the capital, fixed and variable costs associated with the venture?
   - What activities will the venture be focused on in the next 3, 6, 12 months?
   - What will the venture do with $10,000 in seed funding from this competition?

5. **Company and Credibility**
   - Does the team have the skills required to execute the plan?
   - Does the team have the experience to lead a new venture?
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Round 2  Trade Show Expo

On Competition Day, teams selected to advance to Round 2 are required to set up displays to visually showcase their ventures for the Competition Judges (CJs) to evaluate and the general public to view. The CJs will evaluate each team’s booth based on the following:

1. **Is the venture well thought out?**
2. **Has the team demonstrated knowledge of the industry, potential customers, and the venture’s competitive advantage?**
3. **Does the venture present a viable opportunity?**

The CJs scores will be aggregated, averaged and ranked from highest to lowest. The ten (10) highest ranked teams will advance to the final round of the competition.

Round 3  Pitch

At the conclusion of Round 2, the finalists will be announced. The team leader for each finalist team will deliver a 90-second oral pitch to the panel of CJs and attendees. Each pitch will be followed by a brief question and answer period (3-4 minutes) with the panel of CJs. The CJs will evaluate each pitch based on the following:

1. **Does the venture’s product or service address the target market’s need?**
2. **Is the business model viable and well articulated?**
3. **Did the team leader make a quality presentation? Was the team leader prepared to answer questions?**