

JUDGES CRITERIA FOR BUSINESS PRODUCTS AND SERVICES, CONSUMER PRODUCTS AND SERVICES							
	5 Points	4 Points	3 Points	2 Points	1 Point	0 Points	Judges' Comments
	Wow Factor	Shows Merit	Mediocre, Not Remarkable	Below Average	Significantly Lacking	Did Not Follow Guidelines	Please explain your reasons for the given score.
Has the pain been clearly described?	The pain point has been fully and clearly addressed. It shows there is a problem worth addressing.	The pain point was described but could use some clarification.	The pain point was described but it was a mediocre explanation that shows the problem is of moderate value.	The pain point was incomplete and the explanation was below average and shows the problem has little to no value.	The pain point was incomplete and the explanation was weak and demonstrates virtually no problem worth addressing.	The pain point was not mentioned.	
Has the value vis-a-vis the pain been clearly described/explained?	The value proposition has been fully and clearly addressed. It shows significant value.	The value proposition was described and it was above average, but it could use some clarification.	The value proposition was described but it was a mediocre explanation that possesses moderate value.	The value proposition was incomplete and the explanation was below average and demonstrates little to no value.	The value proposition was incomplete and the explanation was weak and demonstrates virtually no value.	The value proposition was not mentioned.	
Is there a clearly defined target customer or market segment linked to the described pain?	The target customer or market segment has been fully and clearly identified, and it is linked to the described pain.	The target customer and/or market segment was described and was above average, but it could use some clarification.	The target customer and / or market segment was described but it was a mediocre explanation that possesses moderate value.	The target customer / market segment may be incomplete and the explanation was below average and shows little to no target market or market segment.	The target customer / market segment was incomplete and the explanation was weak and shows virtually no value.	The target customer / market segment was not mentioned.	
Is there a clearly demonstrated sustainable competitive advantage for the company	A clear, sustainable, and obvious competitive advantage that was clearly demonstrated.	A sustainable and obvious competitive advantage likely exists and has been well described.	A sustainable and obvious competitive advantage potentially exists but may not have been clearly demonstrated.	A sustainable and obvious competitive advantage was weakly presented and supported.	A sustainable and obvious competitive advantage is lacking or may not have been clearly demonstrated.	There was no demonstration of a sustainable competitive advantage.	
Has it been clearly explained how the venture will make money?	There was excellent demonstration of a business model that has superior potential for being profitable.	There was significant demonstration of a business model that has reasonable potential for being profitable.	There was some demonstration of a business model that has possible potential for being profitable.	There was little demonstration of a business model that has weak potential for being profitable.	There was little demonstration of a business model that has little potential for being profitable.	There was no demonstration of a business model that has any potential for being profitable.	
Marketing Plan	A clear, logical path to market over a realistic timeline was articulated.	A clear, logical path to market was articulated, but the timeline was unrealistic.	A complete path to market was articulated, but there was a general lack of clarity and logic.	The path to market was weakly presented and supported.	The path to market was incomplete or the explanation was unrealistic.	There was no clear path to market.	
What is the capability of the team?	It is clear that the team will be successful based on the bios presented, which include a thorough representation of necessary backgrounds to launch the new venture.	The bios presented, which include background information on each team member, showed above average capabilities, but could use slight improvement.	The bios presented were mediocre. Individuals' background information shows moderate value.	The bios presented were below average. The team could use additional expertise in other areas and shows below average capability to perform on this project.	The capability of the team was not demonstrated well.	The capability of the team was not presented.	

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Funding/Use of Funds	A clear and rational funding strategy was described along with the use of funds raised.	A rational funding strategy/use of funds was described but it wasn't entirely clear (or vice versa).	A funding strategy was described, but it lacked clarity.	The funding strategy was weakly presented and supported.	The funding strategy was incomplete.	No clear funding strategy was presented.	
Presentation	Material was well organized and clearly and thoughtfully presented. There was clarity in the graphics that were in the slides.	A thoughtful presentation was delivered, but some areas were unclear.	A thoughtful presentation was delivered, but many areas lacked clarity.	The presentation was incomplete and did not cover basic elements of a pitch.	The presentation was incomplete and did not cover basic elements of a pitch.	The presentation was poorly presented and was incomplete.	