

| JUDGES CRITERIA FOR LIFE SCIENCES TRACK | | | | | | | |
|--|--|--|--|--|--|---|---|
| | 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 a moderately described target market. | 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 target market. | 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 and included a fully described regulatory pathway. | A clear, logical path to market was articulated, and included a reasonable regulatory pathway was described, but the timeline was unrealistic (or vice versa). | A path to market was articulated, but there was a general lack of clarity and logic. The regulatory pathway information was not remarkable. | The path to market, including the regulatory pathway, was weakly presented and supported. | The path to market, including the regulatory pathway was incomplete or the explanation was unrealistic. | There was no clear path to market or regulatory pathway described. | |

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| 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. | |
| 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 weakly presented and significant information was lacking. | The presentation was incomplete and did not cover basic elements of a pitch. | The presentation was poorly presented and was incomplete. | |