**STAGE 1: NEW IDEA CATEGORY JUDGING SHEET**

**Reduce 10 Teams to Top 3**

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| Judge |  |
| Venture |  |
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| **SCORE SHEET** |
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| **Criteria Headers** | **Criteria Detail** | **MAX.** | **SCORE** |
| **Value created by the New Product or Service** | * Is there a clear customer need satisfied?
* How important is this product/service to customers and other stakeholders?
* Is there a prototype or working description of the product/service?
 | 10 |  |
| **Validation** | * Have they attempted to validate the market and proven the problem is big enough?
 | 10 |  |
| **Attractiveness of the Market Opportunity** | * How large is the market and how fast is it growing?
* Is there a clear market entry strategy?
* Is the market ready for this product / service (timing)?
 | 10 |  |
| **Business Viability** | * Is the business model both realistic and viable over the intermediate term?
* Can the product/service be successfully monetized?
 | 10 |  |
| **Competitive Advantage of the Proposed Venture** | * What is the positioning of the product/service in relation to competitors (both direct and indirect)?
* Are barriers to entry identified?
* Is the business and it’s model unique in any way?
 | 10 |  |
| **Financials**  | * Realistic projections
* Outlined need for capital (if any)
 | 10 |  |
| **TOTAL:** |  | **60** |  |

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| NOTES TO PASS ON TO THE TEAM: |
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