**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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