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**STAGE 1: EXISTING STARTUP 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 Product or Service** | | * Have they clearly defined their customers and is there a clear customer need? * How important is this product/service to customers and other stakeholders? | 10 |  |
| **Market** | | * How large is the market and how fast is it growing? * Have they articulated why the timing is right for this? | 10 |  |
| **Business Viability** | | * Is the business model both realistic and viable over the long term? | 10 |  |
| **Competitive Advantage** | | * What is the positioning of the product/service in relation to competitors (both direct and indirect)? * Is the product/service favourably positioned in the distribution channel? * Is the business and it’s model unique in any way? | 10 |  |
| **Growth** | | * Do they have a clear sales strategy and identified key milestones they need to achieve to grow their market share? | 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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