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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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