

JUDGING CRITERIA



Your pitch will be judged against these five criteria. Use this as a guide when preparing your business idea and pitch.



1. Creativity

- Does the business idea show original thinking?
- Is the concept fresh or unique in its design, branding or delivery?
- Is the presentation engaging, visually appealing, and well-structured within the required timeframe? (Note: Video content after the first 5 minutes will not be considered for judging purposes.)



2. Impact

- Does the idea solve a real problem or meet a genuine need?
- Who will benefit from the idea, and how?
- Will the venture have a positive effect on the community, customers or environment?



3. Innovation

- Has the team/individual used clever or modern solutions (e.g. technology/trends)?
- Is there something inventive about the product, service or way it's delivered?
- Does it show a new or improved way of doing something?



4. Collaboration

- Does the team show evidence of working well together?
- Have they drawn on each other's strengths and shared roles or tasks?
- Has the team/individual sought input/feedback from others or tested?



5. Business Strategy

- Does the team/individual understand their customer and market?
- Is the business model realistic and sustainable?
- Do they show how the business will make money and grow?



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