

mindwarehouse Local InnovateHER Challenge Nomination Part 3


mindwarehouse InnovateHER Challenge Submissions were required to include all of the following:

1. A cover page that includes:
 - Name of Applicant (in the case of a team, please provide name of the project lead)
 - Company Name (if applicable)
 - Contact Information (address, email, and telephone number required)
 - Product/Service Name
 - Company Address & Place of Incorporation (if applicable)
 - Product/Service Website (if applicable)
 2. Business plan (maximum length: 20 pages, including attachments)
 3. Description that justifies that the business' product or service meets the following three Challenge criteria (maximum length: 2 pages)
 - * Has a measurable impact on the lives of women and families (30%);
 - * Has the potential for commercialization (40%); and
 - * Fills a need in the marketplace (30%)
 4. Applicant Eligibility Agreement
- Submissions made by e-mail (PDF format) or mailed to mindwarehouse, 111 NE 1st Street, 8th Floor, Miami, FL 33132.

Pitch/Interview

1. 5 minute pitch of the project/service by the finalist. A/V will be available so finalists may show a presentation, website, or give a demonstration, etc.
2. 5-10 minute portion of Questions & Answers by judges.

All submissions which came in did provide all the elements required as part of our competition. The 3 Finalists were then asked to come in and do their Presentation based on our Challenge Guideline. Three judges with diverse experiences in the corporate and non-profit areas were invited to come in and judge our competition. The judges were given the Judging Sheet (see attached) which highlighted the criteria provided by the SBA. Our local winner was determined by the Finalist with the highest total points which was the Child Rescue Coalition's Evidence Retrieving Forensic Tool.

 12/21/15

Eve Zygnerski
mindwarehouse LLC

SCORE CARD

INSTRUCTIONS & JUDGING CRITERIA

GENERAL INFORMATION

The Presenter / Product or Service is:	
Date Presented:	Judge's Name:

SCORING

The scoring ranges from 1 to 5 (5 = very to 1 = absent). Proprietary

CRITERIA A (30%): MEASUREABLE IMPACT ON LIVES OF WOMEN AND FAMILIES [IDENTIFY]						
1.	How well has the product or service need for women or families been defined?	1	2	3	4	5
2.	How exciting is the presented product or service for women or families?	1	2	3	4	5
3.	How viable is the potential of the impact on women or families identified?	1	2	3	4	5
4.	How competitive is the space for the launch of the product or service?	1	2	3	4	5
5.	How measureable is the value proposition for the product or service for women or families?	1	2	3	4	5
6.	How well did the presentation discuss cost, or affordability, to the consumer?	1	2	3	4	5
Sub-score A					
CRITERIA B (40%): POTENTIAL FOR COMMERCIALIZATION [QUANTIFY]						
1.	How compelling is the potential for the commercialization of the product or service?	1	2	3	4	5
2.	How well has the potential for commercialization been defined?	1	2	3	4	5
3.	How well has the exclusivity of the product or service been defined?	1	2	3	4	5
4.	How well has the branding of the product or service been defined?	1	2	3	4	5
5.	How clear is the differentiator of the product or service versus others in the same market?	1	2	3	4	5
6.	How convincing is the strategy for defending the product or service market position?	1	2	3	4	5
7.	How good are the measures for the potential for commercialization?	1	2	3	4	5
8.	How strong is the potential that the business venture will reach its initial customers?	1	2	3	4	5
Sub-score B					
CRITERIA C (30%): NEED IN THE MARKETPLACE						
1.	How clear is the competitive advantage of the product or service?	1	2	3	4	5
2.	How clearly has the need in the marketplace been identified for the product or service?	1	2	3	4	5
3.	How plausible is the distribution or to market plan?	1	2	3	4	5
4.	How detailed is the risk analysis of the venture?	1	2	3	4	5
5.	How investment worthy is the venture according to the need?	1	2	3	4	5
6.	How prepared is the presenter or team ready for roll out?	1	2	3	4	5
Sub-score C					
GRAND TOTAL					
PITCH STYLE						
JUDGE'S NOTES:						