

# Judging Criteria

“We've spent so much time judging what other people created that we've created very, very little of our own.” - Chuck Palahniuk, Choke

The objective of Project Gold is to provide Badminton Canada with the most effective possible proposal for launching and carrying out the Pathways program. This proposal will be delivered in both written and presentation form for the competition.

The written component is an executive summary of your ideas. The presentation will be for conveying those ideas to others and the judging panel. More attention and time should be put towards the presentation as it will elaborate on the points made in your summary.

Additional details for the components can be found in the main case package.

## Criteria List

Set forth below is the criteria your proposal will be judged on, in no particular order:

- Ability to execute on with minimal amounts of monetary resources (self sustaining and does not require significant investment from Badminton Canada)
- Plans for enrolling every club in Canada in the Pathways program
- Feasibility of growth engines for players and revenue
- Creativity on ways to engage existing players and attract new ones across Canada
- Capability for increasing recognition and awareness of Badminton Canada nationwide
- Ideas for new revenue streams from Pathways and associated activities
- Appeal of the proposal to players and club owners
- Capacity to fulfill the long term goal of developing the next Canadian Badminton Olympic champion