

IMPULSE – “Next Big Idea” Evaluation Criteria

Dear Esteemed Judges,

Thank you for lending your expertise to the IMPULSE – “Next Big Idea” competition. Your evaluation will play a crucial role in recognizing and encouraging the innovative spirit of our student entrepreneurs. Please use the following guidelines in conjunction with the provided evaluation matrix to assess each 10-minute team pitch.

Overarching Principle:

We encourage you to evaluate each pitch based on the strength of the core idea, its feasibility, the clarity of the business model, the understanding of the market, and the effectiveness of the presentation.

Understanding the Grading Criteria:

For each **Criterion** and its specific **Sub-Criteria** in the evaluation matrix, please assign a score from **1 to 5** based on the following scale:

- **1: Poor/Not Well Addressed**
- **2: Fair/Some Understanding Shown**
- **3: Good/Adequate Understanding and Effort**
- **4: Very Good/Well-Developed and Convincing**
- **5: Excellent/Exceptional and Highly Persuasive**

Detailed Guidance for Each Criterion:

1. **Problem/Opportunity (Total Weight: 30%)**
 - **Significance and market size of the problem (20%):** How significant is the problem being addressed? What is the potential size of the market affected? Is there evidence of a real need?
 - **Validation of the problem (research, data) (10%):** Did the team present any research, data, or evidence to support the existence and significance of the problem?
2. **Solution/Idea (Total Weight: 40%)**
 - **Uniqueness and innovation of the solution (25%):** How novel and original is the proposed solution or idea? Does it offer a fresh perspective or approach?
 - **Feasibility and practicality of the solution (15%):** How realistic and achievable is the proposed solution given potential constraints?
3. **Business Model (Total Weight: 10%)**
 - **Clarity of the revenue model (10%):** How clearly did the team explain how their idea will generate revenue and become a sustainable business?
4. **Market Opportunity (Total Weight: 10%)**
 - **Understanding of the target market (10%):** How well does the team understand their target customers, their needs, and the market landscape?
5. **Team & Presentation (Total Weight: 10%)**
 - **Clarity and organization of the presentation (5%):** Was the pitch well-structured, logical, and easy to follow?
 - **Effective time management (within 10 minutes) (5%):** Did the team effectively manage their time and stay within the allocated 10-minute pitching window?

Thank you once again for your dedication and thoughtful evaluation.

Sincerely,

The IMPULSE – “Next Big Idea” Organizing Committee