

So what kind of ideas are we looking for at knockout and how are those ideas going to be judged?

Your Big Idea

You'll want to consider four general areas that will be considered by the judges:

- 1.) Impact
 - a. What's the impact on our industry?
 - b. What problem does your idea address?
 - c. What opportunities does it create?
- 2.) Business Viability
 - a. Is your idea profitable? (Real numbers help a lot here)
 - b. Is your idea executable?
 - c. What barriers might it face?
 - d. Who is your target audience?
- 3.) Creativity
 - a. Is your idea original? Something the industry hasn't seen yet.
 - b. Is it innovative? Does your idea improve, solve, or create something beneficial for credit unions?
 - c. Was it developed here at KnockOut? (Answering YES is a requirement!)
- 4.) Complete
 - a. Can you demonstrate your idea's functionality? (Think working prototype.)
 - b. Is your idea feasible? What resources are required to implement it?
 - c. What's the time-to-market, cost and potential ROI?

Judgment Day

We got a lot of feedback from participants about the judging process last year, so we've made substantial changes to keep things short and sweet.

- 1.) One presenter per team.
- 2.) Mode of presentation and presenters declared at the registration desk.
 - a. You'll need to let us know whether you'll be presenting a working app, using a PowerPoint or Keynote presentation, sharing a video – whatever you plan to do, we'll expect you to let us know in advance.
 - b. You'll have until midnight on Thursday to change up your presentation plans.
- 3.) You'll have 5 minutes, and 5 minutes only to present your idea.
 - a. Each team will have a chance to practice with an expert presenter before the judging, should they choose to.
 - b. We'll have several teams queued up and ready to go behind you, so stick to your 5-minute power pitch.
- 4.) The judges will deliberate, choose three finalists, and then we'll all go to a much-deserved happy hour on Friday.