

Judging Process

For the judging, each team will pitch in front of the corporate partners and judges. Each case has a room assigned to it. Please check out the tab "Judging Room" on the Live-Website: it will be uploaded on there on Sunday morning and includes the room you'll pitch in and the time slot assigned to your team. Please show up at the info desk at least 15' before the mentioned time. At the Infopoint supporters will be present which will bring your team to the corresponding room.

Pitching

In total the judging will take 7'. First you start off with a Pitch, which will take 3'. In what format you pitch is totally up to you. There is the possibility of using a screen for your pp-presentation or if you need to showcase anything else.

After the Pitches a Q&A with the Corporates and Judges is opened for 4'. After this the next team will join the room and get ready to pitch. A START Supporter will stay in the room and check the time and inform you when you are close to the time limit. Therefore, no need for checking the time but we still kindly ask you to stay in the time frame.

Judging Criteria

- **Innovativeness:** How new is the idea and the solution of the problem?
- **Business Potential:** Does it have business potential or is it just a gimmick?
- **User Interface/User Experience:** Is the UI useful, accessible, valuable?
- **Impactful Entrepreneurship:** For START Global Impactful plays a vital role in 2019. For us it is important that startups not only focus on profit maximization but also on social impact. That's why we want to foster a discussion about the social environment and the impact on it. So how did the project take the social impact into consideration? Did they implement features that create any benefit for the social environment?
- **Judges Expertise:** The judge will use his experience to assess your prototype.