**JUDGING CRITERIA**

Contestants to be judged on 4 major aspects-

**1. Ideation**

**2. Business plan**

**3. Marketing**

**4. Pitching**

* Things to keep in mind while judging contestants on above points-

**IDEATION**

* Innovation-How new is the idea to the society?
* Creativity-How different is the idea from other ideas?
* How big of a problem does the product solve?
* How well does the product solve the problem?
* Do the goals and task outline a roadmap to success?
* Business design-How well do the documents support the idea?

**PITCHING**

* Confidence level of the speaker
* Body language and enthusiasm in the speaker
* Quick and to the point pitch
* Complete knowledge about their product and the competition in the market
* Financial projections a
* nd funding requirements
* Revenue model
* Future potential
* Exit strategy

Business Plan

* Know your competiton.
* Distribution of expenditure.( labour, rent, logistics, etc)
* Vision in 5-10 years.
* New products and how they will reach the customer.
* Capital Funding
* Product shouldn’t be a niche category.
* Expectation in sales after 1 year.
* Should follow the proper format of presentation(will be available to all participants)
* Proper Statistics and figures( no guess work)

Marketing

* Know the customer demographics.
* Customer research ( polls, surveys etc)
* Making sure old customers stay as well as acquiring new ones. ( providing customer incentives etc)
* Advertisements for specific groups. ( can be through different medium)
* No Niche products .
* How the product will reach to various groups.
* how to sell their product.
* Vision in a few years. ( shifting to different regions, new products, etc)