Judging Criteria

Promising Idea & Feasibility:

- Is there a clear need presented?
- Does the presentation provide a viable solution for this need?
- Does the venture have a new, disruptive or unique concept that will provide it with a competitive advantage in a given market?
- Has the team proven they understand exactly who their customer is?
- Does the team have the necessary skills to execute on the idea as presented?
- Does the venture have financial, operational and technological viability to succeed?
- Does the venture have practical milestones and timelines?

Momentum: How much action has the team done to date?

- Is there a website or app?
- Do they have a prototype?
- Has the team conducted a pilot?
- Have customer interviews been conducted?
- Are there actual paying customers?
- Has the team leveraged marketing tools like ads, social media, search engine optimization, unconventional PR, email strategies, etc.?

Quality of Presentation:

- Did the presenters finish their presentation within the allotted time?
- Was the presentation/presenter compelling?
- Were visuals or demonstrations used to enhance the presentation?
- Did the team have well thought out answers to questions posed by the judges?
Please rate this venture on an overall scale of 0-50 using the framework and considerations below.

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>This venture is well prepared in this category and can move forward independently in this area with an extreme likelihood of success moving forward.</td>
</tr>
<tr>
<td>40</td>
<td>There are minor flaws with this venture in this category that can easily be corrected.</td>
</tr>
<tr>
<td>30</td>
<td>Please operate under the assumption that the median score in each category in NVC is 30.</td>
</tr>
<tr>
<td>20</td>
<td>This venture has a chance to succeed in this area however there are gaps that will need to be resolved.</td>
</tr>
<tr>
<td>10</td>
<td>The chance of success in this category seems remote, significant course correction is needed.</td>
</tr>
<tr>
<td>0</td>
<td>The venture remains so underdeveloped that it is impossible to assess where venture is at this point.</td>
</tr>
</tbody>
</table>

**Promising Idea/Feasibility** __________
*(weighted 35%)*

**Momentum** __________
*(weighted 45%)*

**Overall Quality of Presentation** __________
*(weighted 20%)*

**NOTES:**