

Student Entrepreneur National Competition Judging Criteria

About The Entrepreneur

1. ENTREPRENEURIAL SPIRIT (10)

- How much perseverance and determination to succeed as an entrepreneur has the applicant demonstrated, while maintaining high ethical standards?
- How successful was the applicant in building an appropriate support system around them (partners, mentors, entrepreneurial groups or organizations, etc.), in order to fast-track their success?
- How well does the applicant understand the major risks that his/her business faces? How sound is their risk mitigation plan?

About The Business

2. SOUND BUSINESS MODEL (10)

- How defined, sensible and realistic is this entrepreneur's vision?
- How innovative and useful is this business? Does it address a real need/market gap?
- How sound is the business model? Is the business generating social and/or financial returns?
- How well does the entrepreneur understand the market, the competition, and the customers?

3. TRACTION (20)

- How much momentum has this business achieved to date? What sort of supporting data does the entrepreneur have to prove progress?
- Traction can be backed by a variety of data, depending on the type of business*, such as:
 - Profitability
 - Revenues
 - Number of active users
 - Number of registered users
 - Amount of engagement
 - Amount of traffic generated
 - Partnerships / clients achieved

**For example, profitability and revenue are relevant for consumer-based product/service-oriented businesses. Number of active or registered users, engagement, and traffic generated are relevant for information/internet-based businesses such as online platforms or applications.*

4. SCALABILITY (10)

- How much potential to scale does this business have?
- How realistic and feasible is their growth strategy? Does it have a logical implementation plan?
- Alternately, how sound is their exit strategy?