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.), 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?