



Judging Guidelines – Innovation Challenge

The Judging Criteria – SOCIAL

Scope: Overall social / environmental / community of the Innovation

What this means is that we will not be picking the best 20 **Innovation Summaries** as presented, but rather the 20 best entries we believe have the greatest potential for sustainable future success. While they may currently have gaps in their strategies, financials or teams, this should not be a barrier to success at this stage of the competition, so long as the team has acknowledged the gaps and have the potential to close them.

We have prepared a marking sheet that includes assessment criteria and weightings. Using this you will generate a score out of 100 for each **Innovation Summary** based on:

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| 1. Concept and novelty of the proposal:
What problem is being solved?
How is the problem solved?
Is the opportunity clearly identified?
Originality and innovation – is there a ‘WOW’ factor?
How close is the innovation to market? (What stage is it at?)
Defensibility from competitors? | 40 points |
| 2. Social / Environmental / Community Impact:
Who is the target market/what is the size of the opportunity?
Any evidence of market research?
What impact will the solution have on the target market?
Competitors identified? | 40 points |
| 3. Team:
Quality, breadth and capability of team
This will include the current team as well as the extended team which may include such things as an advisory board and / or mentors. Please note that at this stage we do not expect the full team to be in place to execute the idea rather that the team has identified gaps and the types of skills and people they will need to execute. | 15 points |
| 4. Resources:
Resources at their disposal
Have they identified the necessary resources for the innovation to be further developed? | 5 points |

In the YouNoodle platform you have the ability to insert comments, which will be shared with the teams during the feedback session. Feedback is provided verbally, the teams will not have access to your notes.

At the Judges meeting (Tuesday 24th May) **you will be asked to present a 50 second summary on each of your nominations**. This should outline;

- The key points of the Innovation Summary
- Your reasons for selecting the team as a finalist
- The strengths and weaknesses of the Innovation Summary
- What is required to turn from a good Innovation Summary into a viable business?

Thank you for your participation and we look forward to your judging results.