

## YOUNG ENTREPRENEURS DRAGONS' DEN COMPETITION JUDGING CRITERIA

Criteria	Elements	Weight				
<b>1. Product or Service</b>	<ul style="list-style-type: none"> <li>• Does the product/service idea offer value?</li> <li>• Does it solve a problem?</li> <li>• Is the product/service innovative?</li> <li>• Is there differentiation?</li> <li>• Elevator pitch               <ul style="list-style-type: none"> <li>○ Clear, concise, effective?</li> </ul> </li> </ul>	1	2	3	4	5
<b>2. Marketing Strategy</b>	<ul style="list-style-type: none"> <li>• Does the marketing plan cover the 4 P's               <ul style="list-style-type: none"> <li>○ Product</li> <li>○ Place</li> <li>○ Price</li> <li>○ Promotion</li> </ul> </li> </ul>	1	2	3	4	5
<b>3. Brand</b>	<ul style="list-style-type: none"> <li>• Clear identity?</li> <li>• Logo?</li> <li>• Unique trademark?</li> <li>• Domain name?</li> </ul>	1	2	3	4	5
<b>4. Financial Strategy</b>	<ul style="list-style-type: none"> <li>• Will the venture make money?</li> <li>• 1 year profit (or loss) projections.</li> <li>• Realistically attainable?</li> <li>• Start up financing?</li> <li>• Digital               <ul style="list-style-type: none"> <li>○ Development costs?</li> <li>○ Maintenance?</li> <li>○ Customer acquisition cost?</li> </ul> </li> <li>• Product or Service               <ul style="list-style-type: none"> <li>○ Cost per unit?</li> <li>○ Fixed costs?</li> <li>○ Promo costs?</li> </ul> </li> </ul>	1	2	3	4	5
<b>5. Overall Presentation</b>	<ul style="list-style-type: none"> <li>• Presentations skills.</li> <li>• Pitch, eye contact, pace, manners, dress, slides.</li> <li>• Ability to answer questions and sell idea.</li> </ul>	1	2	3	4	5
<b>6. Wow-Factor, Feasibility and Confidence</b>	<ul style="list-style-type: none"> <li>• Judges professional discretion</li> <li>• Is the venture worth investing in?</li> </ul>	1	2	3	4	5
		Total Score:				
		/ 30				

Each criteria will be ranked on a scale from 1 (Low) to 5 (High), and then totalled to generate a total score.