

## Scoring Matrix

Category	Description	Score Range	Scoring Notes
Problem Statement	Does the startup have a clear sense of the problem it is trying to address?	Score: (0-5)	(0) Problem statement is not defined (1-2) Problem Statement is defined and the gap in market is identified - but is missing critical information or it does not appear to be a problem of significance. (3-4) Problem Statement is defined but has some issues like being too broad in scope or the gap identified is too generic. (5) Problem Statement is concise, specifies the issue, measurable and impact of issue is well defined.
Market Need	Does the startup have a clear sense of who its target customers and clients are and clearly articulated reasons on why someone would buy their product/service?	Score: (0-5)	(0) Target Customer not identified (1-2) Target Customer base is too broad and not enough detail provided (3-4) Target Customer identified is clear and well defined (5) Target Customer is thoughtfully defined and validated by strong, supporting third party evidence or testimonials
Revenue/Value Creation Model	Does the startup have a clear sense of how it will create revenue/value that will align with attracting future investment or self-sustained growth?	Score: (0-5)	(0) Revenue/value creation model is not identified (1-2) Revenue/value creation model is clear (3-4) Model takes into consideration potential growth scenarios (5) Model provides a clear advantage that links well to sustained growth
Competitive Advantage	Does the startup communicate a clear understanding of who its competitors are? How/why it plans to overcome them or out-compete them?	Score: (0-5)	(0) No competitive Advantage (1) Competitors Identified (2) Competitors and Weaknesses Identified (3) Competitors, Weaknesses and Strategic Plan to Overcome them Clear (4) A clear sustainable competitive advantage is evident (5) Competitors are well identified with their strengths and weaknesses and company's market advantage is explained
Presentation	Did the startup's approach to their presentation add even greater confidence in the opportunity?	Score: (0-2)	(0) Presentation was hurried and there were major gaps in communication and delivery (1) Presentation was made with calm, clear and thoughtful style of communication. (2) Presentation generated energy, momentum and excitement in opportunity.
Sustainability	Does the startup have a clear view of how it is sustainable or how it minimizes its impact on the planet/environment? If so, award 1 bonus point.	Bonus: 1	One bonus point available for a clear, well articulated answer
Social Purpose	Does the startup have a clear view of how social purpose fits into its role as a company, employer or its ability to create community value/impact? If so, award 1 bonus point.	Bonus: 1	One bonus point available for a clear, well articulated answer
Team	Did the team have specific strengths, experiences or backgrounds that inspired even greater confidence in the opportunity?	Bonus: 1	Team has unique, specific skillsets, academic/professional experiences or network connections that should increase the chances of success
Total Score:		25	
Handling Questions Semis/Finals	Did the team's approach to the questions add even greater confidence in the opportunity?	Score: 0-2	(1) Questions were directly and clearly addressed. (2) Questions were definitively addressed in compelling detail.