**Audacious judging criteria**

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| **1 point** | **2 points** | **3 points** | **4 points** |

1. Problem

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| --- | --- | --- | --- |
| Does not show a clear identification of the problem and describes the problem in vague terms. | Identifies and describes the problem. Has not developed a customer centric position. | Starting to develop a customer centric viewpoint of the problem – but is missing some key elements. | Identifies the underlying problem including causes from a customer viewpoint. |

1. Customer segments & needs

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| --- | --- | --- | --- |
| Poor or narrow or little identification demonstrated. | Clear breakdown of customer groups, but poor analysis of needs. | Clear identification of customer groups with good analysis. | Identifies key customer segments and understands how and why customers would purchase their offer. |

1. Solution

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| --- | --- | --- | --- |
| Does not meet the defined problem or need. | Has the potential to meet the defined problem/need but the solution is vague and does not match with the customer segments. | Meets the problem and has the potential to provide a solution for the identified customer segment(s). | Identifies and meets the underlying issue and offers an audacious solution. |

1. Unique value proposition

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| --- | --- | --- | --- |
| The value of the offering is vague and ill-defined. Is hard to understand what value the customers will gain from the offering. | Identifies the value proposition in general terms. | Provides a clear offer. Identifies the way in which the offer creates value for customers. | Provides a unique and innovative offer. Understands the way in which the venture creates value for key customer segments and satisfies their needs. Identifies how their venture differs from competitors. |

1. Finally, you have $20,000 to invest in each venture, how much of that would you invest in this company?

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| --- | --- | --- | --- |
| $0 - $5000 | $5000-$10,000 | $10,000-$15,000 | $15,000-$20,000 |

**TOTAL /20 POINTS**