Evaluation criteria:

1. The **problem or need** identified by the project team as related to the theme of the event;
2. The **unique solution or answer to the problem/need** proposed by the project team
3. A short **action plan** or steps the group identified as crucial to carry out the project, as well as an idea of the team involved, budget, and practical aspects of effectively delivering the proposed solution;
4. The **impact** the project idea would have on the community, market or society while addressing the problem/theme area;
5. The **quality of the project presentation**, i.e. how effectively and convincingly the project idea is presented to the jury.

<table>
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<tr>
<th>Score (0-10)</th>
<th>Criteria</th>
<th>Comments</th>
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|              | 1        | Establishes the Need  
(market research, numbers, importance, size of problem/opportunity) |
|              | 2        | Solves the Problem  
(differentiator, nothing similar in the market, better than other offers) |
|              | 3        | Plan  
(who, what, when, how: Team, Plan, Budget (Funding Mix, Income streams, Exit Strategy)) |
|              | 4        | Impact / Added-value  
(world-changing, novel, innovative, ambitious, possible) |
|              | 5        | Pitch / Presentation  
(persuasive, interesting, different, engaging, etc.) |

| Total Score |