

## **Judging Criteria for the High Tech Track**

### **IDEA:**

Is a unique opportunity or problem identified?

Is the product or service offered distinct?

Does the business model make sense?

### **MARKET:**

Is the Market Size large enough to support this business?

Is the competition identified and threat understood?

Is the target market appropriate?

Does the Sales Approach seem reasonable?

### **OPERATIONS:**

Is their management team qualified?

Are their execution methodologies adequate?

Do they have a timeline clearly defined that is appropriate?

### **FINANCE:**

Do they know how much money they need to launch?

If bootstrapping, can they successfully grow their company through internal funding?

Do they know how long until they generate revenue and get to monthly positive cash flow?

Are their financial statements reasonable?

### **OVERALL:**

Did you get excited reading the plan?

Do the sections work well together?

Does the plan reflect the real potential of the idea?

If you knew a potential investor, would you forward the plan?

Anything else (grammar, pictures, tone...)