



Judging Criteria Social Enterprise

FUNDING IDEA:

- ❖ Is your source of income uniquely identified?
- ❖ Is the product, service, or cause clear and important to your customer/donor?
- ❖ Does the funding model make sense?

SOCIAL IMPACT:

- ❖ Is their Target Beneficiary clearly identified and in need?
- ❖ Does the team know how to reach the social beneficiaries efficiently?
- ❖ Will the social impact be significant to the individual?
- ❖ Will this affect a significant number of individuals?

OPERATIONS:

- ❖ Is their management team qualified?
- ❖ Is their execution plan adequately explained at the appropriate level of detail?
- ❖ 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 begin to have a social impact?
- ❖ 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?
- ❖ Do you believe this could scale?
- ❖ Anything else (grammar, pictures, tone...)