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…)