**Brewed Ideas Challenge**

**2017 Judging Form**

Judge Initial’s \_\_\_\_\_\_ Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Judging Criteria** | **Finalists will be awarded points for each section below (with 1 being a low mark):**  |
|  |  |  |  |  |
| **Did they clearly identify the problem and opportunity**  | 1 | 2 | 3 | 4 | 5 |
| **Did they use the BMC canvas effectively** | 1 | 2 | 3 | 4 | 5 |
| **Did they clearly state their assumptions/hypotheses** | 1 | 2 | 3 | 4 | 5 |
| **Did they identify their target market**  | 1 | 2 | 3 | 4 | 5 |
| **Is the solution unique to the marketplace**  | 1 | 2 | 3 | 4 | 5 |
| **Did they identify potential revenue options for financial sustainability**  | 1 | 2 | 3 | 4 | 5 |
| **Did they present a viable business model** | 1 | 2 | 3 | 4 | 5 |
| **Are they solving a significant problem ( defined in terms of money or social impact)** | 1 | 2 | 3 | 4 | 5 |
| **Do they have evidence that the solution is validated** | 1 | 2 | 3 | 4 | 5 |
| **Do they understand their funding needs and the impact of Brewed Ideas Challenge seed funding**  | 1 | 2 | 3 | 4 | 5 |
| **Probability of success (capability, passion, and motivation of team)** | 1 | 2 | 3 | 4 | 5 |
| **Other factors that make pitch stand out: Ex: memorable delivery, energy & passion of entrepreneur, potential to attract future funding** | 1 | 2 | 3 | 4 | 5 |

**Score (out of 60) \_\_\_\_\_\_\_\_\_\_**