

# Judging criteria for Social Storm 2018

The participants will have a choice of two social challenges to tackle, and will be working in teams comprised of multiple universities. Each challenge statement is relatively broad to allow teams the freedom to pick an area of interest, or a niche or mass market to target their solution at. The challenges stem from the UN Goals for sustainable development.

## **Each team will need to submit:**

- A 1 page business plan summary of their product/service solution (size 11).
- A 3 minute video pitch of their product/service solution.
- A 250 word Foundation Statement about their team, including vision, values and how they overcame difficulties. This is marked separately.

Overall with the team's solutions, we're looking for evidence of the following:

- An understanding of the problem and how their solution can help tackle the negative effects or root cause of the problem.
- A product or service solution which is sustainable and financially viable e.g. is not reliant on fundraising or grants, and has a source of revenue.
- Basic business acumen
- Development of their solution through the testing of their assumptions and concept.

With the last point, we are looking for attempts to build a minimal viable product or demonstration of their product/service in some manner. This could be shown in building a website, designing how an app would look, or a prototype of a physical product etc. We are keen to have participants actively turn their theoretical ideas on paper, to ideas which have been tested and developed through feedback by stakeholders via market research.

The next page contains the judging criteria for the video pitch and business plan summary. The 'for example' parts are merely suggestions and it is up to each judge to decide whether the solution has been clearly defined or effectively communicated. All questions are marked against a scale of 1-5, with 1 being the lowest, and 5 being the highest.

The highest scoring team will be named the winner. In case of a tie between teams, we will ask some judges to discuss and pick a winning team – which judges will be dependent on the challenge the team has chosen.

On the whole we are asking the judging panel to evaluate the quality of the pitch and summary foremost, and secondly the feasibility of the product/service tackling the solution. This is because we do not expect all judges to have specific industry knowledge across all challenge topics, therefore we cannot reasonably expect each judge to be able to comment on this aspect.

# 1. Video pitch - worth 40% of marks

Please note that the quality of video production is not marked.

## 1.1 Is the problem clearly defined?

For example:

- Have they shown an understanding of the issue and implications on specific areas of society, governments or countries?
- Have they used facts and figures to highlight how many people this issue affects and how?

## 1.2 Is the solution clearly defined?

For example:

- Have they stated who their customers or consumers are?
- Have they communicated the features and benefits or mentioned USPs of their solution?
- Have they explained how their solution would be used by consumers/customers?
- Have they explained how much their solution would cost to customers/consumers?
- Have they explained the business model behind the solution?
- Have they demonstrated the solution or is there evidence of market research and testing of concept with stakeholders\*?

\*Demonstrated could refer to how an app, website or physical product would be designed. Testing of concept could refer to engaging with potential customers for feedback. We are trying to encourage teams to test assumptions and continuously develop their idea throughout the 24 hours, and build minimal viable products. Please take into consideration the short time they have.

## 1.3 Does the pitch engage you, does it sell their solution to you?

## 1.4 Is there a clear call to action for the pitch?

For example, investment or access to networks and mentors

## 1.5 Feedback - optional

# 2. Business plan summary –worth 40% of marks

## 2.1 Does the summary effectively define the problem the solution is solving?

## 2.2 Does the summary effectively communicate the features and benefits of the product or service?

## 2.3 Does the summary effectively describe the market in which the business intends to compete?

## 2.4 Does the summary effectively communicate the current market size and potential growth?

## 2.5 Does the summary effectively communicate the target customer group?

## 2.6 Does the summary effectively communicate how the product/service will be distributed to customers?

## 2.7 Does the summary effectively describe the cost and revenue model?

## 2.8 Overall do you think their product/service is sustainable or has potential for growth? For example, can it be replicated around the globe? Can this be delivered long term?

## 2.9 Overall do you think the product/service is a financially viable idea? Can it be realistically implemented/made?

## 2.10 Feedback – optional

# 3. Foundation Statement – worth 20% of marks – marked separately