

JUDGING CRITERIA

Each round of the Business Model Competition Global is judged using the following questions:

1. Did the team use a canvas to map out their validation journey?

2. Did the team identify and focus on the hypotheses with the most risk or uncertainty, those that could kill their business, in the following areas:

a. Desirability (do people want the product/service?)

b. Feasibility (can we build the product/service?

c. Viability (can we make a profit?)

3. Did the team design and run appropriate experiments to test and validate the hypotheses with the greatest risk or uncertainty, those that could kill their business, in the following areas:

a. Desirability (unique value proposition)

b. Feasibility (MVP/prototype)

c. Viability (pricing)

4. Throughout their validation journey, did the team make appropriate course corrections (iterations or pivots) based on the evidence found and insights gained?

5. Did the team articulate a clear set of next actions in their validation journey and share a feasible plan to get there?

6. Is the team solving a significant problem (defined in terms of money or impact)?