1. **Market Analysis and Sustainability 35%**
   - **Market & Competition 15%**
     - Addresses a clearly-identified and proven social need (philanthropic or commercial)
     - Clearly demonstrates dialogue with community groups
     - Idea is differentiated from competitors, adds something new
     - Quantified market size

   - **Financial Sustainability 10%**
     - Business model is financially feasible: value created is greater than costs incurred/or clear and dependable philanthropic revenue stream exists
     - Business model is fundable: attractive for future investors and donors

   - **Creativity of Solution 10%**
     - Idea proposed demonstrates a creative, appealing, and entrepreneurial solution to the identified challenge

2. **Social Impact Potential 30%**
   - **Social Value Proposition 20%**
     - Has a clearly-identified social value proposition, the solution must clearly help to address the social problem
     - Relates closely to community need
     - Generates social value above and beyond current state and/or next best available solution

   - **Quantified Social Impact 10%**
     - Potential Social Impact projections are based on reasonable assumptions and credible data that can be evaluated
     - Plan has identified operational metrics (“social indicators”) that strongly relate to desired social outcomes

3. **Likelihood of Success 10%**
   - **Implementation 10%**
     - Clearly defined vision and growth objectives
     - Roadmap for implementation, including connections/partners, customer acquisition strategy

4. **Presentation 25%**
   - **Formal presentation 10%**
     - Quality of presentation
     - Adherence to time limits
     - Good use of props

   - **Q&A 15%**
     - Satisfactorily answers judges questions