



Pre-Screen Judging Criteria

Dimension	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Idea: This idea is unique.					
Target Market: If the idea were implemented, it would clearly add value in excess of costs to its target customers.					
Competitive Advantage: The competitive advantage is real. There is a unique space in the market for this idea.					
Resources: The author(s) understand what it will take to implement the idea.					
Goals: The author(s) are passionate about the idea.					
This idea should be one of the finalists. They are onto something.					