



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.					
Problem: There is a clearly defined problem.					
Solution: The provided solution is specific in addressing the stated problem.					
Value Proposition: This is unique/superior to any other alternatives.					
Target Customer(s): Specific customer is identified & the team has identified the problem within this customer group.					
Competitive Advantage: If the idea were implemented, it would clearly add value in excess of costs to its target customers.					
Key Resources: The author(s) understand what it will take to implement the idea.					
What's Your Why: The author(s) are passionate about the idea.					
Finalist Recommendation: This idea should be one of the finalists. They are onto something.					