



## Pre-Screen Judging Criteria

Dimension	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
<b>Idea:</b> This idea is unique.					
<b>Problem:</b> There is a clearly defined problem.					
<b>Solution:</b> The provided solution is specific in addressing the stated problem.					
<b>Value Proposition:</b> This is unique/superior to any other alternatives.					
<b>Target Customer(s):</b> Specific customer is identified & the team has identified the problem within this customer group.					
<b>Competitive Advantage:</b> If the idea were implemented, it would clearly add value in excess of costs to its target customers.					
<b>Key Resources:</b> The author(s) understand what it will take to implement the idea.					
<b>What's Your Why:</b> The author(s) are passionate about the idea.					