

Criteria	Potential for Impact Judging Guidelines	Score (1-5)
Originality/ Novelty of Venture	<ul style="list-style-type: none"> Clearly identifies a significant social or global issue and explains why it matters. Demonstrates how the venture introduces a fresh, innovative solution that addresses this issue while filling a genuine market gap. 	
Clear Impact Strategy	<ul style="list-style-type: none"> Demonstrates a strong understanding of the issue, who is affected (locally or globally), and how, with thoughtful consideration of the limitations of existing solutions. Provides a well-informed and viable plan to implement the solution, showing awareness of both local and international contexts and markets. 	
Compelling Advantage	<ul style="list-style-type: none"> Brings fresh thinking and new solutions to the problem space Shows a genuine need in the market and how their venture addresses it Shows a clear competitive advantage over other market offerings 	
Potential for Impact	<ul style="list-style-type: none"> Provides reasonable estimates of the number of people the venture can impact Identifies appropriate measures for assessing the quality of impact on the populations served. 	
Feasibility of Venture	<ul style="list-style-type: none"> Demonstrates a viable implementation plan and a realistic understanding of the risks and challenges involved in launching and operating the venture, including international considerations. Provides a preliminary financial model built on reasonable assumptions that supports the long-term sustainability of the business. 	