



# Special Recognition Awards

## Overview

e-Fest® Top 25 Finalist Teams have the opportunity to compete for three additional cash prizes, each worth \$5000. These prizes form part of the Special Recognition Awards, distributed across three categories: Global Impact, Social Impact, and Ready for Market. The team with the most compelling application in each category will be awarded. Winners will be announced during the e-Fest Awards Ceremony.

## Global Impact Award

A venture with a global impact demonstrates that their business venture has global reach and the ability to be competitive in an international market. Please submit up to a 2-page document showing how your business venture

Applicants must submit a concise (up to 2-page) document (MS Word document or PDF) detailing how their business venture contributes to global impact. Submissions should cover the five award judging criteria outlined in the judging rubric and guidelines provided below. Each criterion will be scored on a scale from 0 to 5 points, with a maximum total of 25 points achievable.

## Global Impact - Judging Rubric and Guidelines

**Rating system: 1 = Very poor, 2 = Poor, 3 = Fair, 4 = Good, 5 = Excellent**

Criteria	Global Impact Judging Guidelines	Score (1-5)
<b>Originality/Novelty of Venture</b>	<ul style="list-style-type: none"> <li>• Brings fresh thinking and new solutions to a global market</li> <li>• Provides evidence of a market gap and a genuine need in the global market</li> </ul>	
<b>Clear International Strategy</b>	<ul style="list-style-type: none"> <li>• Demonstrates knowledge of the global landscape and market</li> <li>• Provides a solid understanding of the problem, who experiences it, and how</li> <li>• Demonstrates a viable international implementation plan</li> </ul>	
<b>Compelling Advantage</b>	<ul style="list-style-type: none"> <li>• Presents an understanding of existing solutions to address the problem</li> <li>• Shows a clear competitive advantage over current global market offerings</li> </ul>	
<b>International Impact Potential</b>	<ul style="list-style-type: none"> <li>• Provides reasonable estimates of the scale and scope of the global market</li> <li>• Identifies appropriate measures for how the venture will impact international markets</li> </ul>	
<b>Feasibility of Venture</b>	<ul style="list-style-type: none"> <li>• Evaluates the basic obstacles and risks involved with operating an international business and thought through some ways to address these challenges.</li> <li>• Developed a preliminary financial model, based on reasonable assumptions, that supports the venture's sustainability.</li> </ul>	

### Social Impact Award

A venture with a strong social impact shows that their business venture can address a significant and critical social problem. The venture may have expanded their purpose beyond profitability to include providing a positive social change.

Applicants must submit a concise (up to 2-page) document (MS Word document or PDF) detailing how their business venture has a significant social impact. Submissions should cover the five award judging criteria outlined in the judging rubric and guidelines provided below. Each criterion will be scored on a scale from 0 to 5 points, with a maximum total of 25 points achievable.

### Social Impact – Judging Rubric and Guidelines

**Rating system: 1 = Very poor, 2 = Poor, 3 = Fair, 4 = Good, 5 = Excellent**

Criteria	Social Impact Judging Guidelines	Score (1-5)
<b>Originality/Novelty of Venture</b>	<ul style="list-style-type: none"> <li>Identifies a social issue and why it matters</li> <li>Demonstrates how their business venture offers a positive social impact to a societal issue</li> </ul>	
<b>Clear Social Strategy</b>	<ul style="list-style-type: none"> <li>Demonstrates a solid understanding of the problem, who experiences it, and how</li> <li>Articulates the limitations of existing solutions</li> </ul>	
<b>Compelling Advantage</b>	<ul style="list-style-type: none"> <li>Brings fresh thinking and new solutions to the problem space</li> <li>Shows a genuine need in the market and how their venture addresses it</li> <li>Shows a clear competitive advantage over other market offerings</li> </ul>	
<b>Social Impact Potential</b>	<ul style="list-style-type: none"> <li>Provides reasonable estimates of the number of people the venture can impact</li> <li>Identifies appropriate measures for assessing the quality of impact on the populations served.</li> </ul>	
<b>Feasibility of Venture</b>	<ul style="list-style-type: none"> <li>Demonstrates a viable implementation plan</li> <li>Evaluates the basic obstacles and risks involved with launching their venture</li> <li>Developed a preliminary financial model, based on reasonable assumptions, that supports the venture's sustainability.</li> </ul>	

### Ready for Market Award

The Ready for Market Award celebrates a business venture that is closest to being a viable business in the market. This award is designed to recognize and support ventures that are ready to scale and operate as a business.

Applicants submit a concise (up to 2-page) document (MS Word document or PDF) detailing how their business venture is uniquely ready to bring to market. Submissions should cover the five award judging criteria outlined in the judging rubric and guidelines provided below. Each criterion will be scored on a scale from 0 to 5 points, with a maximum total of 25 points achievable.

### Ready for Market Impact Award - Judging Rubric and Guidelines

**Rating system: 1 = Very poor, 2 = Poor, 3 = Fair, 4 = Good, 5 = Excellent**

Criteria	Ready-for-Market Judging Guidelines	Score (1-5)
<b>Originality/Novelty of Venture</b>	<ul style="list-style-type: none"> <li>• Brings fresh thinking and new solutions to the market</li> <li>• Provides evidence of a market gap and a genuine need in the the market</li> </ul>	
<b>Market Viability</b>	<ul style="list-style-type: none"> <li>• Demonstrates a clear understanding of target market, market size, customer needs, and competitive landscape</li> <li>• Provides a solid understanding of the problem, who experiences it, and how</li> </ul>	
<b>Early Traction</b>	<ul style="list-style-type: none"> <li>• Provides reasonable data that the venture is at an advanced development stage of the product or service</li> <li>• Demonstrates existing customer validation (sales/revenue) and progress on production and delivery methods</li> </ul>	
<b>Team Execution Capability</b>	<ul style="list-style-type: none"> <li>• Team in place to execute on the business plan and oversee implementation</li> <li>• Demonstates how funds awarded will be used to launch the business</li> </ul>	
<b>Feasibility of Venture</b>	<ul style="list-style-type: none"> <li>• Evaluates the basic obstacles and risks involved with operating a business and ways to address these challenges.</li> <li>• Developed a preliminary financial model, based on reasonable assumptions, that supports the venture's sustainability.</li> </ul>	