



2026 Judges Evaluation

Viability of the Business 60%

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|--|---|---|---|---|---|---|---|---|---|---|----|
| 1. Clear statement of what the business does | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Business meets an identifiable need in the community | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Identified and allocated resources to be successful | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Has a management team (entrepreneur) capable of executing | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. Sustained competitive advantage is possible | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Can answer: Who are the competitors and why better?

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|---|---|---|---|---|---|---|---|---|---|---|----|
| 6. Business has a sound target market analysis | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. Realistic timeframe for business growth | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. Reasonable opportunity for success of the business | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /80

Presentation and Ability to Answer Judges' Questions 15%

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|---|---|---|---|---|---|---|---|---|---|---|----|
| 1. Understandable presentation that addresses all the main criteria | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Able to listen and respond to questions | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Demonstrates passion for the idea | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /30



Written Business Plan 15%

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|---|---|---|---|---|---|---|---|---|---|---|----|
| 1. A professional, organized and coherent document | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Financial projections are realistic | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Would warrant an investor moving to the next level | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /30

Impact on the Community 10%

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|--|---|---|---|---|---|---|---|---|---|---|----|
| 1. Business is creating new jobs or part-time to full-time positions | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Business is sourcing products locally | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

TOTAL /20
