



## SU Innovation Showdown 2022

### JUDGING CRITERIA: EXISTING BUSINESS – SOCIAL IMPACT

The judging criteria will be a 1–10-point scale. Existing Business: Social Impact will be evaluated on the following judging criteria.

1. Societal Impact Description: Demonstrate an understanding of the problem?

- Is it clear what the existing social impact business accomplishes?
- How it makes a difference?
- How are the outcomes changing their target population as a result of their solution?

2. Innovation: How innovative and unique is the Existing Social Impact Business approach?

- Is it a breakthrough new product, service, delivery, or structure?
- Is it an improvement over current methods?
- Are they addressing an emerging issue or an old issue in a creative way?
- Will the innovation stand the test of time?
- Does their innovation distinguish them from other existing businesses and contribute significantly to their projected impact?

3. Solution Analysis: Proposed solution appears to solve the problem and delivers superior value in comparison to existing alternatives.

- Is there a genuine need for the solution?
- How well was the target market defined?
- What is the size and growth of the market?
- What scale of impact, with quantifiable measures, does or could this organization produce

4. Addressing the problem: How is the problem being addressed in terms of both the number of people affected and severity of the problem?

5. Benefits: What portion of people or communities are currently benefiting from the solution?

- Is there evidence that people or communities are currently benefiting?
- How is this achieved?
- The benefits delivered by the solution can be expected to be long-lasting and sustainable.

6. Operations: How is the product or service produced and delivered?

- Is it clear where the business is operating from?
- Has the operational infrastructure been explained?
- Has the operational expenditure been explained?
- Have the channels of delivery used been explained?

7. Scalable: The proposed social impact model is scalable and cost-effective

- The ability of the solution to carry out its mission and achieve projected impact(s) continuously over time, without exhausting available resources, financial or otherwise.

8. Finances: An overview of the required resources.

- How compelling is the business model?
- Have the resources required for the Innovative Business Idea been addressed?
- How reasonable are the financial projections?
- Are there prospects for long-term profitability?
- Has the current break-even analysis been explained?
- Is the operational expenses (Opex) versus the capital expenditure (Capex) realistic?  
(Expressed in % and Rand value)
- Have the financial risks been identified?

9. Management/Technical complexity: An assessment of the entrepreneur/team. The degree of technical ability that is required to implement the solution?

- Does the entrepreneur/team exhibit the knowledge and skills required for operation?
- Does the entrepreneur/team demonstrate the ability to grow with the organisation and attract new talent?
- Has the current organogram been mentioned as well as future staffing needs?
- Have the necessary resources and skills been identified to implement the solution?
- Has the cost implication for the level of complexity been explained?

10. Presentation: Overall effectiveness of the actual presentation.

- Was the presenter well prepared?

- Did the presenter engage the audience and hold their attention?
- Did the presenter appear to speak with confidence authority?
- Were visual aids (i.e. PowerPoint® slides) clear and valuable?
- Was the pitch exciting and compelling?
- How efficiently did the presenter allot their time?