



SU Innovation Showdown 2022

JUDGING CRITERIA: EXISTING BUSINESS – GENERAL

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

1. Business Description: Details of the Existing General Business and what it does.
 - How well was the Existing General Business explained?
 - Has the business model been demonstrated (unique value proposition?)
 - How reasonable, sustainable, and scalable is the Existing General Business?
2. Innovation: How innovative and unique is the Existing General 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 general businesses and contribute significantly to their projected impact?
3. Market Analysis: Characteristics of the market and description of its customers.
 - Is this market worth pursuing?
 - Is there a genuine need for the product or service?
 - How well was the target market defined?
 - What is the size and growth of the market?
 - What is the consumers' willingness to pay for the product/service?
4. Product or Service Analysis: The specifics of the product or service.
 - Is the description clear?
 - Is the product selling in the market?
 - How easily it can be duplicated?
 - Is there a presence of potential substitutes for the product?

- Feedback from clients?

5. Competition: Identify current and potential competitors.

- Have the main competitors been identified and described?
- Has the potential opportunity or threat of the identified competitors been identified?
- Have the current and potential competitors, competitive response, and analysis of strengths and weaknesses been adequately defined?
- Is there an ability to operate competitively and grow?

6. Marketing Strategy: How will you reach and keep your customers?

- How realistically defined is the marketing plan?
- Is there evidence that there is a market for the product/service?
- How are sales achieved and is there a plan in place to increase sales?

7. 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?

8. 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?

9. Finances: An overview of the current resources of the business?

- How compelling is the financial model?
- Have the resources required for the venture been addressed?
- How reasonable are the financial projections (cash flow)?
- 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?

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?