

South Bank Ignite Semi-Final

Marking Sheet

Judge Name:

Business Name:

Category:

Dimension	Comments	Grade
Desirability		___ out of 10
Viability		___ out of 10
Feasibility		___ out of 10
£3K Prize Money		___ out of 10
Category Specific Questions [B2C B2B Innovation Impact]		___ out of 10
Presentation and Communication		___ out of 10

Grade min. 1 – max. 10, no fractions

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Dimension	Direction	Grade
Desirability (Who – Research, Key Audience and Value Proposition)	How well articulated and defined is the value proposition? How well identified and defined is the target audience and their needs or wants? How strong is the customer feedback or market research in supporting the idea?	Out of 10
Viability (How – Market, Business Model and Key Activities)	How well joined are the suggested key activities with the overall idea? How realistic and accurate is the research around competitors and substitutes? Are the business model and the revenue streams logical?	Out of 10
Feasibility (What – Business Strategy, Execution, Implementation)	How well identified are potential partners and resources needed to support this idea? How compelling is the customer acquisition and retention strategy? Is there a clear timeline and milestones for executing the idea?	Out of 10
£3K Prize Money	Is there a clear understanding outlining how the prize money will be allocated?	Out of 10
Category Specific Questions [B2C B2B Innovation Impact]	<p>examples</p> <p>B2C How does the idea capture and retain customer interest and engagement?</p> <p>B2B How does the idea integrate into existing workflows of potential businesses?</p> <p>Innovation How does the idea plans to continue to innovate?</p> <p>Impact How does the idea measure its impact?</p>	Out of 10
Presentation and Communication	Was the delivery of the presentation clear, cohesive, and coherent? Were the questions and the feedback addressed in a persuasive and confident way?	Out of 10