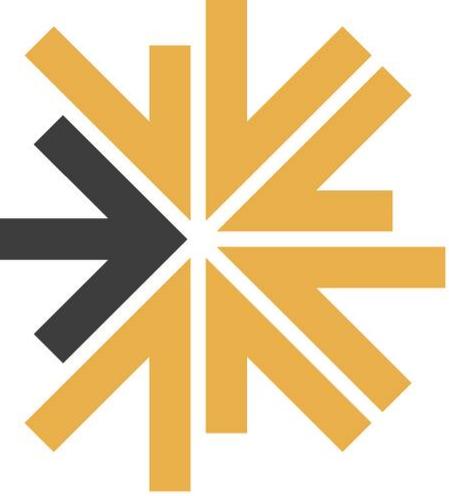


# Semi-Final Marking Criteria



Dimension	Direction
Desirability	<p>How well defined and articulated is the value proposition?</p> <p>How well identified and defined is the target audience and their needs or wants?</p> <p>How strong is the customer feedback or market research in supporting the idea?</p>
Viability	<p>How well do the key business activities align and support the overall idea?</p> <p>How realistic and accurate is the research around competitors and substitutes?</p> <p>Are the business model and the revenue streams logical?</p>
Feasibility	<p>How well identified are potential partners and resources needed to support this idea?</p> <p>How compelling is the customer acquisition and retention strategy?</p> <p>Is there a clear timeline and milestones for developing the idea?</p>
South Bank Ignite Prize Money	<p>Is there a clear plan for how the prize money will be spent to develop the idea?</p>
Sector Specific Questions	<p>How does the idea capture and retain customer interest and engagement?</p> <p>How does the idea integrate into existing workflows of potential businesses?</p> <p>How does the idea plan to sustain ongoing innovation?</p> <p>How does the idea evaluate and measure its impact?</p>
Presentation and Communication	<p>Was the delivery of the presentation clear, cohesive, and coherent?</p> <p>Were the questions and the feedback addressed in a persuasive and confident way?</p>