

Scoring Criteria for Student Invent 2024

Application Stage

Judging is based on application form.

Problem/Opportunity and The Customer	Solution	Market Opportunity
40%	40%	20%
<ul style="list-style-type: none">□ They have identified a problem and the problem space more widely.□ They have provided adequate evidence that the problem does exist.□ They have highlighted that the problem is significant.□ They have considered the problem from the customer/user's perspective.	<ul style="list-style-type: none">□ They have identified an innovative/different/disruptive solution.□ They have communicated the solution clearly and how the solution will benefit the customer/user.□ Their proposed solution is feasible.□ They have conducted customer discovery in developing the solution.□ They understand why their customer would pay for this solution.	<ul style="list-style-type: none">□ They have clearly demonstrated the novelty of their service/product and why this unique aspect is best for users.□ They have identified a clear target market and consumer demographics.□ They have identified competitors and their differentiation.□ They have demonstrated a clear understanding of industry size.

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Pitches

During the pitch stage, participants will:

- ☐ Deliver a 5-minute pitch.
- ☐ Engage in a 5-minute Q&A with the judges.

Problem/Opportunity and The Customer	Solution	Market Opportunity	Presentation/Quality of Pitch
30%	30%	30%	10%
<ul style="list-style-type: none"><input type="checkbox"/> They have identified a problem and the problem space more widely.<input type="checkbox"/> They have provided adequate evidence that the problem does exist.<input type="checkbox"/> They have highlighted that the problem is significant.<input type="checkbox"/> They have considered the problem from the customer/user's perspective.	<ul style="list-style-type: none"><input type="checkbox"/> They have identified an innovative/different/disruptive solution.<input type="checkbox"/> They have communicated the solution clearly and how the solution will benefit the customer/user.<input type="checkbox"/> Their proposed solution is feasible.<input type="checkbox"/> They have conducted customer discovery in developing the solution. They understand why their customer would pay for this solution.	<ul style="list-style-type: none"><input type="checkbox"/> They have clearly demonstrated the novelty of their service/product and why this unique aspect is best for users.<input type="checkbox"/> They have identified a clear target market and consumer demographics.<input type="checkbox"/> They have identified competitors and their differentiation.<input type="checkbox"/> They have demonstrated a clear understanding of industry size	<ul style="list-style-type: none"><input type="checkbox"/> They have remained within their time.<input type="checkbox"/> The pitch deck is high quality.<input type="checkbox"/> They have conveyed their idea with passion and enthusiasm.<input type="checkbox"/> They can sell their vision to investors, employees, and customers.