

# Scoring Criteria for INVENT 2025 – for Entrants

## Application Stage

Judges will assess the written application based on the following three categories, each weighted equally [post eligibility check]

Problem/Opportunity and the Customer	The Solution	Market Opportunity
33%	33%	33%
<ul style="list-style-type: none"><li>• Identify a clear problem and define the wider problem space.</li><li>• Provide evidence that the problem exists.</li><li>• Explain why the problem is significant.</li><li>• Consider the problem from your customer or user's perspective.</li></ul>	<ul style="list-style-type: none"><li>• Identify an innovative, different, or disruptive solution.</li><li>• Clearly explain the solution and how it benefits your customer or user.</li><li>• Show that you have a basic prototype and that the solution is feasible.</li><li>• Demonstrate how customer or user insights helped shape your solution.</li></ul>	<ul style="list-style-type: none"><li>• Clearly explain what makes your product or service novel and why this matters to users.</li><li>• Identify your target market and consumer demographics.</li><li>• Identify your competitors and how you're different from them.</li><li>• Show your understanding of the market size and how your solution fits.</li></ul>

## Qualifying Round

During the qualifying round, entrants will:

- Deliver a 5-minute pitch to include a brief 'show and tell' of their prototype
  - Engage in a Q&A session with three judges, each asking one question.
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- The 'show and tell' session allows entrants to show the judges what they have developed to prototype their idea, providing tangible evidence of their idea's feasibility beyond just being a concept. There is no pressure to present a fully working prototype; rather, we just want to see where the entrant is at.
  - Entrants are evaluated based on their overall performance in the pitch, demonstration, and Q&A sessions.
  - These pitches will be held online via zoom.

Problem/Opportunity and the Customer	The Solution	Market Opportunity	Founder and Team
30%	30%	30%	10%
<ul style="list-style-type: none"><li>• Identify a clear problem and define the wider problem space.</li><li>• Provide evidence that the problem exists.</li><li>• Explain why the problem is significant.</li><li>• Consider the problem from your customer or user's perspective.</li></ul>	<ul style="list-style-type: none"><li>• Identify an innovative, different, or disruptive solution.</li><li>• Clearly explain the solution and how it benefits your customer or user.</li><li>• Show that you have a basic prototype and that the solution is feasible.</li><li>• Demonstrate how customer or user insights helped shape your solution.</li></ul>	<ul style="list-style-type: none"><li>• Clearly explain what makes your product or service novel and why this matters to users.</li><li>• Identify your target market and consumer demographics.</li><li>• Identify your competitors and how you're different from them.</li><li>• Show your understanding of the market size and how your solution fits.</li></ul>	<ul style="list-style-type: none"><li>• Highlight the range of experience across your team and any advisors, especially if it brings diverse perspectives.</li><li>• Clearly demonstrate your domain expertise or show strong awareness and connection to your chosen idea space or market.</li><li>• Identify any gaps in your team's expertise and explain what support, skills, or hires you'll need as you grow.</li></ul>

## **Semi-Finals**

During the Semi-Finals, entrants will:

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

<b>Problem/Opportunity and the Customer</b>	<b>The Solution</b>	<b>Market Opportunity</b>	<b>Execution</b>	<b>Founder and Team</b>
20%	30%	30%	10%	10%
<ul style="list-style-type: none"> <li>• Identify a clear problem and define the wider problem space.</li> <li>• Provide evidence that the problem exists.</li> <li>• Explain why the problem is significant.</li> <li>• Consider the problem from your customer or user's perspective.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify an innovative, different, or disruptive solution.</li> <li>• Clearly explain the solution and how it benefits your customer or user.</li> <li>• Show that you have a basic prototype and that the solution is feasible.</li> <li>• Demonstrate how customer or user insights helped shape your solution.</li> </ul>	<ul style="list-style-type: none"> <li>• Clearly explain what makes your product or service novel, why it matters to users, and how it stands out from competitors.</li> <li>• Identify your target market, key customer demographics, and show your understanding of the overall market size and fit.</li> <li>• Outline any potential barriers to market access and how you plan to overcome them.</li> <li>• Consider how you might protect your innovation (e.g., intellectual property or strategic advantage).</li> </ul>	<ul style="list-style-type: none"> <li>• Outline your plan to commercialise and deliver your product or service effectively.</li> <li>• Consider what funding you might need to support your next steps and how you'll secure it.</li> <li>• Identify any key assumptions or risks in your plan, and explain how you intend to manage or mitigate them.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight the range of experience across your team and any advisors, especially if it brings diverse perspectives.</li> <li>• Clearly demonstrate your domain expertise or show strong awareness and connection to your chosen idea space or market.</li> <li>• Identify any gaps in your team's expertise and explain what support, skills, or hires you'll need as you grow</li> </ul>

## **Finals**

During the Final Stage, entrants will:

- Submit a silent deck, which accounts for 50% of the final score.
- Deliver a Final Pitch, which carries the remaining 50% of the final score.

### **Silent Deck Criteria:**

The Silent Deck is worth 50% of the final score.

<b>Problem/Opportunity and Solution</b>	<b>Market Opportunity</b>	<b>Execution</b>	<b>Founder and Team</b>
30%	20%	40%	10%
<ul style="list-style-type: none"><li>• Clearly describe the problem you're solving and why it matters.</li><li>• Provide strong evidence that the problem exists and is significant.</li><li>• Present an innovative, different, or disruptive solution.</li><li>• Communicate your solution clearly, including how it benefits your customer or user.</li><li>• Show that your technology or solution is feasible by including evidence that it works.</li></ul>	<ul style="list-style-type: none"><li>• Explain what makes your product or service unique and why that matters to users.</li><li>• Identify your target market and customer demographics, and demonstrate your understanding of the industry size and fit.</li><li>• Outline your competitors and highlight how you are different.</li><li>• Show awareness of how you might protect your innovation.</li><li>• Acknowledge any potential barriers to accessing your market and how you plan to overcome them.</li></ul>	<ul style="list-style-type: none"><li>• Share a clear and effective plan to commercialise and deliver your product or service.</li><li>• Highlight the funding you may need and explain how you'll use it to grow.</li><li>• Identify your key assumptions and risks, and describe how you plan to test and manage them.</li><li>• Explain how you'll assess whether your plan is working and adjust if needed.</li><li>• Identify a clear route to market.</li><li>• Show how your use of funds aligns with your growth plans and that your funding sources make sense.</li><li>• Provide realistic and well-considered financial projections.</li><li>• Include an exit plan—or explain why one isn't necessary at this stage.</li></ul>	<ul style="list-style-type: none"><li>• Highlight the experience across your team and any advisors, particularly diverse perspectives and relevant expertise.</li><li>• Demonstrate your domain knowledge or connection to the problem/market space.</li><li>• Acknowledge any gaps in your expertise and explain how you plan to fill them as you grow.</li><li>• Share any traction or achievements to date, and show why your team is right to deliver the business and vision.</li></ul>

## Final Pitch Criteria

The Final Pitch is worth 50% of the final score. During the Final Pitch, entrants will:

- Deliver a 5-minute pitch.
- Engage in a 20-minute Q&A session with the judges.

Problem/Opportunity and Solution	Market Opportunity	Execution	Founder and Team	Quality of Pitch
20%	20%	30%	20%	10%
<ul style="list-style-type: none"> <li>• Clearly describe the problem you're solving and why it matters.</li> <li>• Provide strong evidence that the problem exists and is significant.</li> <li>• Present an innovative, different, or disruptive solution.</li> <li>• Communicate your solution clearly, including how it benefits your customer or user.</li> <li>• Show that your technology or solution is feasible by including evidence that it works.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain what makes your product or service unique and why that matters to users.</li> <li>• Identify your target market and customer demographics, and demonstrate your understanding of the industry size and fit.</li> <li>• Outline your competitors and highlight how you are different.</li> <li>• Show awareness of how you might protect your innovation.</li> <li>• Acknowledge any potential barriers to accessing your market and how you plan to overcome them.</li> </ul>	<ul style="list-style-type: none"> <li>• Share a clear and effective plan to commercialise and deliver your product or service.</li> <li>• Highlight the funding you may need and explain how you'll use it to grow.</li> <li>• Identify your key assumptions and risks, and describe how you plan to test and manage them.</li> <li>• Explain how you'll assess whether your plan is working and adjust if needed.</li> <li>• Identify a clear route to market.</li> <li>• Show how your use of funds aligns with your growth plans and that your funding sources make sense.</li> <li>• Provide realistic and well-considered financial projections.</li> <li>• Include an exit plan—or explain why one isn't necessary at this stage.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight the experience across your team and any advisors, particularly diverse perspectives and relevant expertise.</li> <li>• Demonstrate your domain knowledge or connection to the problem/market space.</li> <li>• Acknowledge any gaps in your expertise and explain how you plan to fill them as you grow.</li> <li>• Share any traction or achievements to date, and show why your team is right to deliver the business and vision.</li> </ul>	<ul style="list-style-type: none"> <li>• Keep your pitch to the 5-minute time limit.</li> <li>• Use a high-quality, well-structured pitch deck.</li> <li>• Communicate your idea with energy, confidence, and clarity.</li> <li>• Show that you can sell your vision to investors, customers, and future employees.</li> </ul>