

# Scoring Criteria for Student Invent 2025

## Application Stage

Judging is based on the application form. Shortlisted entrants will progress to the Elevator Pitch stage. Applications close on **31st July**. Outcome notifications by **7th August**.

Problem/Opportunity and The Customer	Solution	Market Opportunity
40%	40%	20%
<ul style="list-style-type: none"><li>Identify a specific problem and define the wider problem space.</li><li>Provide clear evidence that the problem exists.</li><li>Demonstrate the significance of the problem.</li><li>Show understanding of the problem from the customer or user's perspective.</li></ul>	<ul style="list-style-type: none"><li>Propose an innovative, different, or disruptive solution to the problem.</li><li>Clearly communicate how the solution works and how it benefits the customer or user.</li><li>Ensure the solution is practical and feasible.</li><li>Show proof that you've talked to potential customers and explain why they would be willing to pay for your solution</li></ul>	<ul style="list-style-type: none"><li>Demonstrate the uniqueness or novelty of the product or service and explain why it is best for users.</li><li>Identify a clear target market and relevant customer demographics.</li><li>Acknowledge key competitors and clearly differentiate the offering.</li><li>Provide an informed understanding of the market or industry size.</li></ul>

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## Elevator Pitch Stage

Entrants must submit a **1-minute elevator pitch video** by **20th August**.

10 teams will proceed to the final stage. Outcome notifications by **3rd September**.

Introduction	Problem/Opportunity	Solution	Closing Summary
	40%	40%	20%
<ul style="list-style-type: none"><li>Introduce the team or individual and name the innovation or business concept.</li></ul>	<ul style="list-style-type: none"><li>Clearly outline the problem and the broader context.</li><li>Support the problem with evidence to show it exists.</li><li>Emphasise the importance and value in solving the problem.</li><li>Demonstrate that you understand the problem the customer or user is experiencing, based on their point of view</li></ul>	<ul style="list-style-type: none"><li>Present a clear, innovative, different, or disruptive solution.</li><li>Explain how the solution works and how it benefits users or customers.</li><li>Highlight the innovation's Unique Selling Point (USP).</li></ul>	<ul style="list-style-type: none"><li>End with a clear summary, a next step, a call to action, or indicate how Student Invent can support the project's future.</li></ul>

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## Final Pitches – 17<sup>th</sup> September

Entrants will deliver a **5-minute pitch** followed by a **5-minute Q&A** session 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"><li>Identify the problem and explain the broader context.</li><li>Provide supporting evidence that the problem exists.</li><li>Emphasise the significance of solving the problem.</li><li>Address the issue from the customer's or user's viewpoint.</li></ul>	<ul style="list-style-type: none"><li>Provide a solution that is innovative, different, or disruptive.</li><li>Clearly explain how the solution works and the benefits to customers.</li><li>Ensure the solution is realistic and can be implemented.</li><li>Show proof that you've talked to potential customers and explain why they would be willing to pay for your solution</li></ul>	<ul style="list-style-type: none"><li>Highlight what makes the product or service novel and appealing to users.</li><li>Define the target market and describe relevant demographics.</li><li>Identify key competitors and clearly explain the unique position in the market.</li><li>Show an understanding of the industry size and overall market potential.</li></ul>	<ul style="list-style-type: none"><li>Stay within the 5-minute pitch time.</li><li>Use a high-quality and professional pitch deck.</li><li>Deliver the pitch with energy, clarity, and enthusiasm.</li><li>Persuasively convey the vision to judges, potential investors, team members, and customers.</li></ul>