



University
of Windsor

EPI@Centre
Entrepreneurship + Practice + Innovation

Judging Criteria

Please address the following criteria in your video

Problem (5)

- What is the problem you are addressing?

Solution (15)

- What is your solution to the problem?
- Is the solution relevant for the customer?
- Is your solution feasible?
- How impactful is your solution?

Innovative (10)

- Is your solution novel and unique?
- Does your solution have relevant differentiation from the competition?
- Does the product innovation have the necessary potential for sales and profit?

Market Research (10)

- Have you shown there is a demand for your product or service?
- Have you determined what industry you are in?
- Competition: who is the market leader in my industry? Who else is selling my product or service?
- Customers: who are my current and potential customers? Can and will they buy my product/service? How do I expose my products to customers? Where will I reach the most customers?
- ****need help with Market Research? Get some [tips here](#)****

Team Members (5)

- Who are your team members?
- How will they contribute to the project?

Quality of Video (5)

- Do you have a high-quality pitch?
- Is your video convincing?