

## EDHE Entrepreneurship Intervarsity 2023

### Judging criteria for the competition categories

*Refer to the Terms and Conditions related to the definitions of Category 1 - 5 when reading this document.*

#### Category 1: New Business Ideas

This category is open to students who are registered in 26 public universities in South Africa in the year of application, and who are still considering entrepreneurship with promising business idea. New ideas that are patented outside South Africa are also accepted in the competition if they are customised for the South African market. The business should produce a Minimum Viable Product at the Regional Rounds. Considering the new focus on attracting investors, this category will be available in the internal rounds and regional rounds only, while only “existing business” categories will be eligible for the national finals.

#### Judging Criteria:

1. **Business description:** How clear and comprehensive was the description of the business idea?
2. **Innovation:** To what extent does the business idea represent a breakthrough new concept (50%), improvement over current methods (30%), and level of sustainability (20%)?
3. **Market analysis:** How well-defined is the target market, what is the size and growth of the market, is there a genuine need for the product or service, and how is consumers' willingness to pay?
4. **Product or service analysis:** How clear is the description of the product or service, and is it feasible? How easily can it be duplicated, and are there potential substitutes for the product?
5. **Competition:** How well-defined are the current and potential competitors, and has an analysis of their strengths and weaknesses been adequately provided?
6. **Marketing strategy:** To what extent is the marketing plan realistic and well-defined?
7. **Operations:** What is the procedure for the business operations, including inputs, processes, and outputs?
8. **Finances:** How well are the startup costs, expenses, price per unit, break-even point, and declaration of profit or loss explained?

9. **Management/technical complexity:** How has the individual/team identified the necessary resources, knowledge, and skills to successfully implement the solution, and what measures have been taken to demonstrate their expertise for operating the business, thus justifying their ability to solve any complex management or technical challenges that may arise?
10. **Presentation:** Evaluate the following aspects of the pitch in terms of presentation skills:
- How well-prepared was the presenter?
  - Did the presenter engage and maintain the audience's attention?
  - Did the presenter speak confidently and authoritatively?
  - Were visual aids effective in supporting the presentation?
  - Was the pitch exciting and compelling?
  - How effectively did the presenter manage their time during the pitch?

### Category 2: Existing Business – Tech

This category is intended for existing businesses that are technology-based. These businesses should demonstrate the reliance on the use of technology in their product or service, or in their operations. However, businesses that use technology as an add-on, such as delivery apps, e-commerce platforms, website development, or digital media services, are not considered.

#### Judging Criteria:

1. **Business description:** How is technology incorporated into the business and which industry does it belong to (e.g., fintech, agritech, biotech, etc.)?
2. **Innovation:** How directly is the business model linked to technology, the extent to which it represents an improvement over current methods or introduces a new product or service (30%), and the level of scalability of the business (20%)?
3. **Market analysis:** How well-defined is the target market, what is the size and growth of the market, has a prototype been demonstrated in a relevant environment or context, and is there a genuine need for the technology-based product or service?
4. **Product or service analysis:** How clearly is the functioning and use of the technology-based product or service defined?
5. **Competition:** How well-defined are the direct and indirect competitors, and what is the unique competitive advantage that the technology-based business has over its competitors?
6. **Marketing strategy:** How clearly defined is the go-to-market plan and the tools that will be used to capture the target market?
7. **Operations:** What is the procedure for the business operations, including inputs(resources), processes, and outputs (products or services)?

8. **Management/technical complexity:** How has the team identified the necessary resources, knowledge, and skills to successfully implement the solution, and what measures have they taken to demonstrate their expertise for operating the business, thus justifying their ability to solve any complex management or technical challenges that may arise?
9. **Finances:** Has a detailed explanation been provided on the following financial aspects:
  - Opex: Explain the operational expenses involved in running the business.
  - Capex: Define the capital expenditures, such as assets, required to operate the business.
  - Sales: Provide information on the number of products sold and the cost per product.
  - Business model: Describe how the business generates revenue or collects payment from its clients.
  - Profitability: Explain whether the business is profitable, and if so, how much. If not, provide a projection for when the business is expected to become profitable.
10. **Presentation:** Evaluate the following aspects of the pitch in terms of presentation skills:
  - How well-prepared was the presenter?
  - Did the presenter engage and maintain the audience's attention?
  - Did the presenter speak confidently and authoritatively?
  - Were visual aids effective in supporting the presentation?
  - Was the pitch exciting and compelling?
  - How effectively did the presenter manage their time during the pitch?

### Category 3: Existing Business - Social Impact

This category is for entrepreneurs and social innovators who have developed innovative products, services, and processes that solve social problems. The focus is on existing businesses with a clearly defined mission and demonstrating a commitment to making a positive change in the world while making a profit. Contestants should be passionate and committed entrepreneurs who have a deep understanding of the social issues they aim to address and are dedicated to creating positive change in the world. Existing Business - Social Impact is the only category that accepts submissions from both non-profit and for-profit entities.

#### Judging Criteria:

1. **Societal impact description:** What social problem does the innovation solve, and how significant is the impact of the solution on the targeted community?
2. **Innovation:** How innovative is the proposed solution? Does it represent a significantly new approach to addressing social problems through a new business model, technology, product, service, or production method?
3. **Feasibility:** How feasible is the implementation of the solution in terms of creating a significant social impact and addressing the targeted social problem?

4. **Sustainability:** To what extent is the solution commercially viable and financially sustainable to ensure long-term social impact and success?
5. **Accessibility:** Is the solution accessible and affordable to the target population, ensuring that it can reach and benefit the intended beneficiaries in a sustainable manner?
6. **Operations:** How does the business operate to ensure efficient and effective use of resources to achieve the desired social impact? What inputs and processes are necessary to produce the outputs (products or services) that address the targeted social problem?
7. **Scalability:** How does the business plan to scale and expand its impact to reach a larger audience?
8. **Finances:** Has a detailed explanation been provided on the following financial aspects:
  - Opex: Explain the operational expenses involved in running the business.
  - Capex: Define the capital expenditures, such as assets, required to operate the business.
  - Sales: Provide information on the number of products sold and the cost per product.
  - Business model: Describe how the business generates revenue or collects payment from its clients.
  - Profitability: Explain whether the business is profitable, and if so, how much. If not, provide a projection for when the business is expected to become profitable.
9. **Management/technical complexity:** How has the team identified the necessary resources, knowledge, and skills to successfully implement the solution, and what measures have they taken to demonstrate their expertise for operating the business, thus justifying their ability to solve any complex management or technical challenges that may arise?
10. **Presentation:** Evaluate the following aspects of the pitch in terms of presentation skills:
  - How well-prepared was the presenter?
  - Did the presenter engage and maintain the audience's attention?
  - Did the presenter speak confidently and authoritatively?
  - Were visual aids effective in supporting the presentation?
  - Was the pitch exciting and compelling?
  - How effectively did the presenter manage their time during the pitch?

#### **Category 4: Existing Business – General**

This category is open to all types of existing businesses that meet the competition's Terms and Conditions, with a focus on businesses that have demonstrated a track record of success and proven products or services, and a clear understanding of their market. The judges will be looking for businesses with a strong value proposition, a sustainable business model, and a competitive advantage. This category is open to existing businesses that are not focused on technology, social impact, or research-based.

#### **Judging Criteria:**

1. **Business description:** How clear and comprehensive is the description of the business and its activities provided in the application?
2. **Innovation and differentiation:** How innovative and unique is the approach of the business in terms of representing an improvement over current methods or introducing a new product or service, and how well does the business differentiate itself from competitors?
3. **Market analysis:** How well-defined is the target market, what is the size and growth of the market, and is there a genuine need for the products or services offered by the business? Additionally, has the solution been demonstrated in a relevant environment or context?
4. **Product or service analysis:** How clearly is the product or service offered by the business defined, and how well does it meet the needs of the target market? Are the features and benefits of the product or service effectively communicated, and does it have a competitive advantage over other similar offerings in the market?
5. **Marketing strategy:** How well-defined is the marketing strategy, including its go-to-market plan and the tools used to capture the target market?
6. **Operations and resources:** What is the procedure for the business operations, including inputs (resources), processes, and outputs (products or services)? How efficient and effective is the business in utilizing its resources to achieve its goals and objectives?
7. **Management and team:** How well have the business identified and acquired the necessary resources, knowledge, and skills to successfully operate the business, and what measures have they taken to demonstrate their expertise in managing any complex technical or operational challenges that may arise? How capable is the management team?
8. **Financial planning and performance:** Have the business provided a detailed explanation of its financial aspects, including operational expenses (Opex), capital expenditures (Capex), sales data, and its business model? Is there a clear understanding of the profitability of the business, including current financial performance and projected future profitability?
9. **Customer focus and feedback:** How well does the business understand its customers' needs and preferences, and how does it incorporate customer feedback into its operations and product/service development?
10. **Presentation:** Evaluate the following aspects of the pitch in terms of presentation skills:
  - How well-prepared was the presenter?
  - Did the presenter engage and maintain the audience's attention?
  - Did the presenter speak confidently and authoritatively?
  - Were visual aids effective in supporting the presentation?

- Was the pitch exciting and compelling?
- How effectively did the presenter manage their time during the pitch?

### Category 5: Research-Based Business

This category is designed to encourage the commercialisation of research by both students and university staff. It seeks to foster innovation and support the development of research-based startups with proof of concept in any field. The judges will be looking for individuals or teams who have made significant contributions to scientific- and technology research through the collection, analysis, and interpretation of data, as well as businesses that have developed innovative products or services that have not yet been commercialised or have been commercialised. This category is also open to businesses that have developed innovative products or services that address social or environmental challenges.

#### Judging Criteria:

1. **Identified problem/need:** What is the identified problem/need, how does it align with Sustainable Development Goals (SDGs), how was it validated, and what is its significance?
2. **Technology readiness level (TRL):** What is the current level of technology readiness and development of the proposed solution?
3. **Proposed solution:** What is the uniqueness and benefits of the proposed solution (product/process/service) to customers?
4. **Market analysis:** Who are the groups of people (market) who have this problem/need and are likely to pay to have it solved? What is the detailed analysis of the market segmentation (in terms of size, structure, geography, growth, market need and/or unmet need)?
5. **Route to market:** What is the likely route to market for the proposed solution? Who are the competitors with the same or similar offerings?
6. **Intellectual Property (IP):** What is the existing intellectual property that underpins the product/process/service that is registered? Have any IP searches been conducted in relation to the proposed product/process/service?
7. **Project plan and associated budget:** What are the grand purpose and deliverables of the project? How will it assist in addressing the identified need? What is the summary of the results of work already conducted?
8. **Investor potential:** What is the attractiveness of the business model and viability, returns potential for investors, team quality and competencies, market opportunity/size, realistic implementation and sustainability opportunities, and completeness of plan and attention to detail?
9. **Achievements:** What achievements have been made by the innovation nationally and internationally? Have any awards/recognition been received from this innovation?

## Studentpreneur of The Year

### Judging criteria:

1. **Judges' overall score:** The Studentpreneur of the Year award will be presented to the student entrepreneur who earns the highest score from the judges among the winners of the Existing Business categories. This category carries the most weight in the evaluation process.
2. **Financial performance:** The student entrepreneur must have presented a business that demonstrates exceptional financial performance in the past year. This category evaluates the student's ability to manage finances effectively and generate revenue.
3. **Growth potential:** The business presented by the student entrepreneur should demonstrate long-term profitability and sustainability. This category assesses the student's ability to scale their business and adapt to changing market conditions.
4. **Impact:** Finally, the Studentpreneur of the Year should be creating a positive impact in the economy by solving economic or socio issues in a unique way.
5. **Personal attributes:** the student entrepreneur must show passion, resilience, perseverance, and commitment to their business. The student must have shown dedication, hard work, the ability to overcome challenges, demonstrate exceptional business acumen, creativity, leadership, commitment to creating a positive impact, and show the ability to be a role model amongst other aspiring studentpreneurs.

## Innovative Business of The Year

### Judging criteria:

1. **Uniqueness and innovation:** How innovative and unique is the product or service provided by the student entrepreneur, and how well does it differentiate itself from existing solutions in the market?
2. **Impact:** Is the student entrepreneur creating positive change or solving economic, social or environmental issues in a unique and innovative way?
3. **Scalability and growth potential:** How scalable is the business idea, and what is its growth potential in terms of market size, market growth, and customer demand?
4. **Business model:** How sustainable and profitable is the business model, and how effectively does it address customer needs and preferences?
5. **Execution and traction:** How effectively has the student entrepreneur executed the business idea and gained traction in the market, as demonstrated by customer feedback, sales, and partnerships?

## Programme-Based Recognition

### Judging criteria:

1. **Impact on entrepreneurship development:** The program should have a clear and measurable impact on entrepreneurship development in higher education for students, academia, learning and teaching, research, or the broader entrepreneurial university ecosystem at large.
2. **Innovation and creativity:** The program should demonstrate innovation and creativity in its approach to promoting entrepreneurship development, such as through the use of new technologies, partnerships with industry, or unique training methods.
3. **Sustainability:** The program should demonstrate a commitment to sustainability in its efforts to promote entrepreneurship development.
4. **Engagement and outreach:** The program should demonstrate a commitment to engaging and outreach to the wider community, such as through partnerships with local businesses or community organisations, or by providing mentorship opportunities to students.
5. **Evaluation and improvement:** The program should have a clear process for evaluating its impact and improving its effectiveness over time, such as through regular feedback from students, faculty, and industry partners.
6. **Entrepreneurial Leadership:** A university program that demonstrates initiative and accountability in proactively developing and implementing entrepreneurship support programs that meet the needs of students, without external prompting.