

Judging Criteria

Each team will be scored out of 5 per category. Maximum score: 25 points.

1. The Idea - Is This A Real Business?

Score 5 - Clear, original, commercially viable. You'd actually back it.

- 4 Strong concept with minor gaps in logic
- 3 Decent idea but underdeveloped or obvious
- 2 Vague, confused, or solving a problem that doesn't exist
- 1 No coherent concept at all

What We're Watching For:

Did the CEO own it with conviction?
Could you explain this business back to someone in one sentence?

2. Commercial Credibility - Can It Make Money?

Score 5 Pricing is realistic, revenue model is logical, numbers stack up

- 4 Good model with one or two assumptions that need challenging
- 3 Revenue model exists but numbers feel pulled from thin air
- 2 Vague on how money is actually made
- 1 No commercial thinking whatsoever

What We're Watching For:

Does the Sales Director and Finance Director actually understand the numbers - or did they just write something down to fill the gap?

3. Customer Clarity - Do They Know Who They're Selling To?

Score 5 Standard Specific customer, clear pain point, credible route to market

- 4 Good customer profile with a slightly generic reach strategy
- 3 Broad audience, surface-level insight
- 2 Customer is anyone and everyone - a red flag
- 1 No identifiable customer at all

What We're Watching For:

Vague answers here expose the biggest mistake most business owners make. Use this moment in the room.

4. Brand Impact - Does It Land?

Score 5 Name, tagline, and visual identity are memorable and cohesive

- 4 Strong name or tagline but identity feels incomplete
- 3 Functional but forgettable
- 2 Confused - name, tagline, and look don't connect
- 1 No brand identity to speak of

What We're Watching For:

Did the Brand Director bring any props or visuals? Creativity and resourcefulness count here.

5. Pitch Performance - Did They Sell It?

Score 5 Confident, cohesive, every person owned their role, held under pressure

- 4 Strong overall with one weak link
- 3 Some good moments but the team felt disjointed
- 2 Nervous, unprepared, leaning on each other
- 1 Fell apart under the first question

What We're Watching For:

Who stepped up when it got uncomfortable? Who looked to someone else to save them?
Bonus Point - The X Factor Award one bonus point at our sole discretion. No criteria. Pure gut.

Total possible: 26 points