



PITCH Judging Criteria

Strength of Entrepreneur / Team	Leadership, experience, commitment, coachable, team experience, understand missing skills.
Venture Concept (feasibility)	Unique (patent, trademark, trade secret), innovative customer validation, experience with concept.
Validation/ Traction	Demonstrated interest from potential clients or growth in sales or users.
Problem Statement	Clearly defined, communicated, solution solves problem.
Size of Opportunity / Competition	Scalable, market, customers, competitive environment, innovation.
Marketing / Sales / Partnerships	Distribution network established / accessible, potential for revenue, partnership opportunities
Business Model	Operationally feasible, financially attractive, investment required to get to market
Global Considerations	Does this idea incorporate any of the UN's 17 Sustainable Development Goals? (ie. poverty, education, clean water, etc.)
Equity/ Intercultural lens	Inclusive, reaches a diverse audience; aspires to have a positive impact on underrepresented groups.

ORGANIZERS



ICUBE UTM

EQUITY &
DIVERSITY
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