Entrepreneurship World Cup
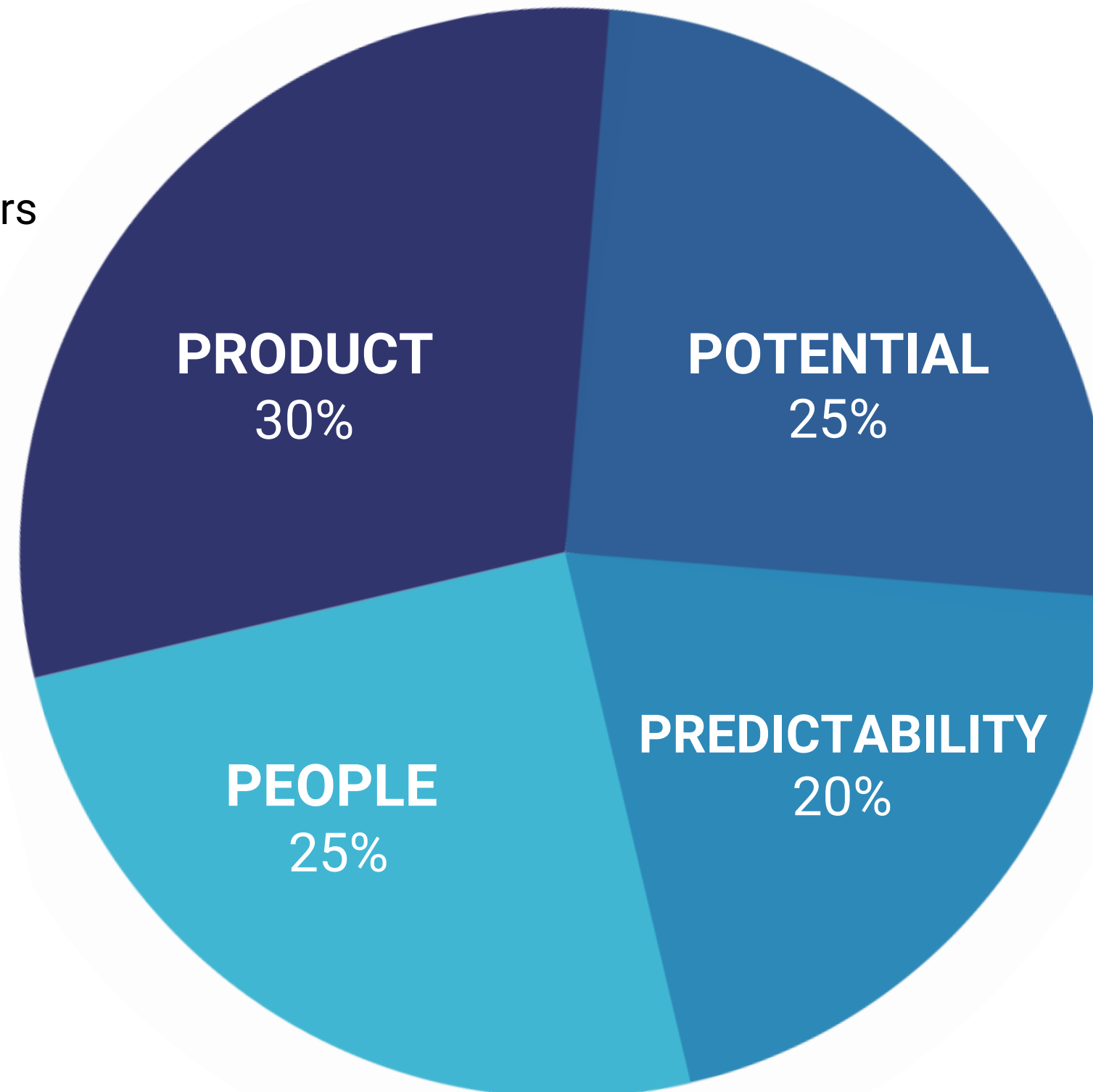### UNITED ARAB EMIRATES

EVALUATION CRITERIA

All Judges agree to Terms of Confidentiality prior to judging applications and pitches, and they agree to abide by the Rules and Terms and Conditions
Under any circumstance, mentors of Participating Teams cannot be judges

- Product success
- Satisfaction of customers
- Product road map
- Product exclusivity

PRODUCT 30%

POTENTIAL 25%

- Market need
- Market potential (How big can the business get?)
- Leader in the market
- Is there a competitive advantage

PEOPLE 25%

PREDICTABILITY 20%

- Experience
- Previous achievements
- Talent

- Scalability of the business?
- Potential revenue
- Profit
- Sustainability of businesses

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EVALUATION CRITERIA APPENDIX

Product	Potential	Predictability	People
Traction: Is the company's product successful and has the potential to grow?	**Market Need:** Is there a clear market need for this product? Can this business grow large enough to be profitable?	**Scalability:** Is the business model scalable?	**Experience:** What is the experience and reputation of the Founding Team? Do they have a mix of experience, skills and vision to build a breakthrough company?
Customer Validation: Is the business gratifying its clients, cultivating customer loyalty, and keeping users?	**Tailwinds:** What are the technological, economic, or cultural forces that are propelling the market opportunity?	**Revenue:** Does the company have a business model that generates recurring revenues or a formula that produces predictable operating results?	**Track Record:** What is the team's track record? Does the founding team have experience solving problems and accomplishing things together?
Value Proposition: Does the product have a clear path for progressively offering users and customers more and more surplus value?	**Market Share:** Is the company positioned to be the clear leader in the market?	**Economics**: Does the company's unit economics make sense? How feasible is the company's roadmap towards profitability?	**Talent:** Has the company shown its ability to attract and retain top talent (as employees, advisors, etc.)?
Differentiation: Does the company have a distinct and long-term edge or claim to fame?	**Network effect:** Does the company have a strong network effect, meaning that its products or services are more likely to be used by others because of its popularity of the company?	**Growth:** How sustainable is their growth rate? What are the underlying assumptions to maintain such a rate?	
Exclusiveness: Does the team own or have access to the intellectual property of the proposed product or technology?	**Competitive Advantage:** Has the company articulated a clear competitive advantage		