

Entrepreneurship World Cup 2024

UNITED ARAB EMIRATES

EVALUATION CRITERIA

Applicants participating in the Finals will be evaluated by a committee of judges based on the following criteria:



Problem and Solution

- Did the pitch define a clear problem, need, or pain point?
- What solution does this pitch offer?
- Did the pitch describe a unique value proposition?



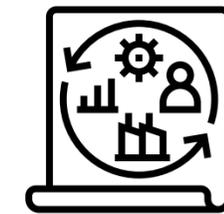
Tech / Service

- How is this solution innovative?
- Did the pitch mention defensible IP or other truly unique and compelling technological (or service) capacity (team and/or product)



Target Market

- Are market conditions favorable?
- Did the pitch identify and quantify (size and spend) an addressable market for this product / service?
- Did the pitch highlight market growth and trends?



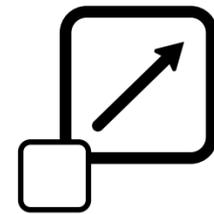
Business Model

- How well does this pitch explain the company business model?
- How does the company generate revenue?
- What are the distribution channels
- Are margins compelling?
- Is there evidence of traction from paying customers (a repeatable action / behavior from consumers)?



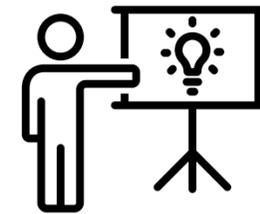
Team

- Can the founder, key team members, and advisors, operate and scale a successful business?
- Were team factors such as industry knowledge, skill-set, leadership, relationships, and key successes and/or failures mentioned or displayed?



Scalability

- Is the business model viable with the ability to scale/replicate (i.e. regionally, globally, etc.)?
- Could the business model be appealing to acquirers or does it have the makings of a future IPO?



Pitch Delivery and Ask

- How was the pitch delivery?
- Was it understandable, engaging, and informative?
- The pitch makes a clear “ask” with clear understanding for its use and purpose. Other elements of the “ask” are clear and compelling with little room for ambiguity from the audience.



Performance Measurement

- The pitch takes a practical approach to milestones and organizational outcome measurement, and provides a clear plan to deliver high performance.