

# Judging Criteria



2025 Edition

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## Community or Social Impact and Sustainability

15 points

Evaluates how the business benefits society and its long-term sustainability.

## Business and International Impact

25 points

Assesses the business's economic potential and scalability, both locally and internationally.

## Innovation and Originality

20 points

Measures the uniqueness and creative disruption of the business idea.

## Leadership Ability

20 points

Rates the entrepreneur's leadership skills and their ability to drive the business towards success.

## Clarity and Quality of Presentation

20 points

Judges the effectiveness and clarity of the pitch, including responses during Q&A sessions.