

JUDGING CRITERIA

PRELIMINARY ROUND

Clarity and Quality of Presentation - 15 points

This criterion assesses how effectively you present your business, evaluating the coherence and engagement level of your communication

Business and International Impact - 35 points

Judges will evaluate the potential of your business to generate positive effects on a global scale, encompassing economic, societal, and international dimensions.

Innovation and Originality (Concept) - 15 points

Here, we look for the uniqueness and creativity of your business's core concept. Demonstrating originality will set your business apart.

Scalability and Growth Potential - 15 points

Your business's potential for expansion and growth over time will be considered in this category. Scalability is a crucial indicator of long-term success.

Community or Social Impact and Sustainability - 20 points

This criterion examines how your business contributes to the betterment of the community or society while maintaining a focus on sustainability.



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FINAL ROUND

Leadership Ability - 15 points

The ability of your team to lead and execute the business effectively will be evaluated. Showcase your leadership qualities, teamwork, and collaborative skills.

Business and International Impact - 35 points

A substantial evaluation of the tangible or potential impact of your business on a global scale, supported by real-world results where applicable.

Innovation and Originality (Concept) - 15 points

Highlight how your business challenges norms and brings a fresh perspective to the addressed problem.

Clarity and Quality of Presentation (Pitch and Q&A Quality)- 15 points

This criterion appraises how well you deliver your final presentation, including the clarity of your pitch and your adeptness in responding to judges' questions.

Community or Social Impact and Sustainability - 20 points

An assessment of your business's enduring contributions to the community or society, coupled with a commitment to ethical and sustainable practices.

If you have any questions or concerns, please reach out to our Program Manager, Valentina Retamozo at vretamozo@jci.cc

