



## Little Bang! Poster Competition – Session 1

### Judging Criteria

Judges will be a mix of successful entrepreneurs, alumni, venture capitalists, angel investors or professional service providers working within the university or business community. Judges will score your poster on the following factors using a five-point scale:

1	<i>Content</i>	Does the poster contain all the required elements and address all prompts in the guidelines?
2	<i>Poster Quality</i>	Clarity of message, attractiveness, professionally prepared. Does the poster generate interest in the concept without verbal explanation?
3	<i>Pitch Quality</i>	Clarity of message, professionalism of the presenter. Does the pitch generate interest in the concept and clearly explain the venture?
4	<i>Quality of the Idea</i>	Is the new venture idea well thought out? Does it have potential for impact – social, environmental, financial? Is it realistic, feasible?
5	<i>Judge's Impressions</i>	Why should a judge or potential customer, investor or supporter care about this proposal? Did the poster convey enough important insights into the problem, proposed solution and business proposition?