

Most Creative Business Idea Video Competition 2021/22

Marking Scheme

* Innovation of Business Idea: **75 Marks**

-What is innovative about the proposed product/service?

-Has any research into Intellectual Property been carried out?

-Are there any similar ideas already on the market? If so, why is this idea better?

* Market Opportunity: **10 Marks**  
    
  -What, if any, market research was carried out?

-What evidence is there that the proposed product/service meets a need?

-Size of potential market?

-Competitor analysis carried out?

* Presentation & Pitching Skills: **15 Marks**

-Is the pitch well thought out?

-Is it concise and to the point?

-Does it clearly explain what the product or service is about and the USPs?

-Does it demonstrate the passion of the applicant for the idea?

**Total Marks: 100**