**Student Entrepreneur Awards - Judging Process & Evaluation overview**

​

**Judging Process**

The Student Entrepreneur Awards are judged in three stages. For each stage of the competition entries are evaluated and scored across the six points outlined in the scoring criteria.

**Stage 1** - All entries received before the submission deadline are sent for the first round of review by Enterprise Ireland’s Business Development Unit.

**Stage 2** - The top 50 projects are selected to go forward to the second round of the competition and submit a business plan to support their project. Business plans and videos are reviewed by the judging panel: Grant Thornton, Cruickshank, Local Enterprise Office and Enterprise Ireland.

**Stage 3** – The top ten entries are selected to pitch their project to the judging panel at the final in June.

**The Pitch**

The ten finalists pitch to the judges and address specific questions in relation to their project. The judges then score each of the final ten entries as outlined in the scoring criteria. The entrants receiving the highest overall score are declared the winners within individual categories.

The winners are announced at the awards ceremony in June each year.

*The judges’ decision is final and no correspondence or communication of any kind will be entered into in relation to decisions reached.*

**Evaluation**

Entries to the Student Entrepreneur Awards are assessed and evaluated under each of the points below by our panel of judges from Grant Thornton, Cruickshank, Local Enterprise Office and Enterprise Ireland.

1. **Promoter/Management Team Capability** - **20%**

Does the team have the necessary skills required to develop and launch the proposed business?

1. **Business Proposition** - **20%**

Does this project demonstrate that it is innovative and/or an original concept?

1. **Feasibility of Implementation** - **15%**

Is it feasible and is there a market for it?

Planning and Projections – Has the market been researched & competitors identified?

How quickly can it be commercialised?

Does the project have export potential?

1. **Finance** - **15%**

Have the capital investment and operational cash requirements been outlined?

Are the financial projections realistic? Provide details of how much you need and where you might get this start-up funding

When deciding on a price you need to consider a number of factors:

o How much will it cost you to make/provide your product or service?

o What are your other costs? – staff, rent, packaging, transport, marketing etc.

o How much profit do you need to make to cover your costs and make a profit?

o What and where is your market?

o What are your customers willing to pay?

o What are your competitors charging?

Provide a detailed pricing model for your product or service based on the above factors.

1. **Marketing Plan** – **15%**

**Product or service**

What is the company proposing to do and what problem does it solve?

How is this different to what is currently available on the market or how does it improve a current product?

Describe how the market research was carried out and give examples

**Customers**

Who are your customers?

**Market trends or issues**

Describe trends or key issues anticipated in the market that may affect the marketplace

**Competitors**

Who are the competitors and what are their strengths and weaknesses?

**Place/channels of distribution**

Outline your selected routes to market and sales plan

1. **Presentation** – **15%**

Professional approach & delivery, easy to read format