

## Creative Spark pitch competition criteria

The criteria in the table below will be used by country and international panels to select country finalists, country category winners, country champions, international category winners and grand champion. They may also be used by institutions and partners to run their own local mini-competitions.

Criteria	0	1 - Weak	2 - Moderate	3 – Excellent	Reference Question
<b>Problem</b>	No relevant information provided.	Problem is poorly described.	Problem is understandable.	Problem is well explained.	<i>What is the problem, or unmet need, that your idea addresses?</i>
<b>Target Market</b>	No relevant information provided	Target market is poorly identified and described.	Target market is somewhat identified and reasonably described.	Target market is precisely identified and well described.	<i>Who will your customers/users be? Hint: it's not 'everybody'!</i>
<b>Revenue Model</b>	No relevant information provided	Revenue model is not clearly defined and described.	Revenue model is not somewhat defined and reasonably described.	Revenue model is precisely identified and well described.	<i>How will your idea make money?</i>
<b>Originality/ Competition</b>	No relevant information provided	Competition is not clearly identified, and no clear differentiation attribute is described.	Competition is somewhat identified; no clear differentiation attribute is described.	Competition is well identified, and a clear differentiation attribute is described.	<i>What makes your idea different, original or better than the competition?</i>
<b>Passion</b>	No relevant information provided	Passion for the idea poorly described	Passion for the idea is somewhat described	Passion for the idea is well described	<i>Tell us why you are passionate about this idea and how serious you are about it.</i>

Criteria	0	1 - Weak	2 - Moderate	3 – Excellent	Reference Question
<b>The Idea Pitch (VIDEO)</b>	No relevant information provided.	Pitch has little structure, is difficult to follow and not engaging; the problem and solution are not clear.	Pitch is moderately structured and is somewhat engaging; problem and solution are understandable.	Pitch is delivered in a structured, engaging and enthusiastic way; describes the problem and the solution clearly.	<i>60 seconds video pitch</i>