



Startup World Cup Scoring Sheet

Judge Name		
Startup Name		
		1 - 10 Score Range (Low = 1 , High = 10)
Problem / Opportunity	- Is the problem a real pain point? - Is there a significant unmet need/demand for a solution?	
Solution / Value Proposition	- Is the idea original/ a new concept? - Does the proposed solution address a real unmet need? - How well does the product solve the pain point?	
Market Size	- Is the size of the market justifiable and well explained? - Is the target market identified and well understood?	
Traction	- How much revenue/traction does the company have? - How quickly has the company been growing?	
Competitive Advantage	- What advantage does the startup have over its competitors? - How high is the barrier of entry?	
Business Model	- Does the company have a strong revenue generation plan? - Is the business scalable? - How well do they explain their costs and pricing structure?	
Go-To-Market Strategy	- Does the team have a good plan to reach its target customer? - How do they plan to distribute their solution? - Do they have channel partners? What do they give/get?	
Team	- Is the team uniquely qualified to build and scale this solution? - Can this team attract and retain the right talent? - Do they have credible advisors who really work for them?	
Presentation	- How was the overall pitch deck? - How effective was the presenter in conveying their solution?	
Notes		
Total	90 Points Max.	