JUDGING CRITERIA

Judges will evaluate and compare each entry based on the following criteria to select the most viable business plan that solves a genuine problem in the marketplace.

Problem to Be Solved

- Why does this problem exist?
- Who suffers from this problem?
- Is it getting worse?
- What are the costs?

Target Market

- Who is the target customer?
- Is the need genuine?
- Is the target market clearly defined?
- What are the market demographics?
- How willing is the customer to pay?

Solution Details

- Is the description clear?
- Is the product feasible?
- Can it be duplicated or defended?

Competitive Analysis

- What is the competitive landscape?
- What are the SWOT analysis results?
- What is your competitive response?
- What are your differentiators?

Real-Time Engagement (RTE) Use Case

- Describe the implementation of RTC/ RTE technology.
- What is the use case and how does it directly help you solve the problem?
- Does using RTC/RTE technology give your product/service a competitive advantage?
- What languages or tech stack did you use to build your RTC/RTE solution?

Go-To-Market (GTM) Strategy

- How will you acquire customers and achieve revenue?
- How realistically defined is the GTM plan?
- Does the plan adequately address price, product, place, and promotion?
- Are resources sufficiently allocated for marketing & sales?

Team Assessment

- Does the team exhibit the experience and skills required to successfully grow this company?
- What is the depth and breadth of the team's capabilities?
- Do they have quality advisors and demonstrate confidence to be able to attract top-tier talent?

Business Model

- How compelling is the business model?
- Have the resources required for the venture been addressed?
- Has the team clearly and adequately presented a breakeven analysis?
- How reasonable are the financial projections?
- Are there prospects for long-term profitability?

Investment Proposal

- What are the terms and conditions offered to investors?
- Did the entrepreneurial team explain their funding goals?
- Were offerings to investors and anticipated returns clearly explained?
- Did the team calculate a realistic valuation?

Presentation

- Did the presenter craft an engaging story and captivate the audience's attention?
- Did the presenter appear to speak with confidence and demonstrate domain expertise?
- Were the slides concise, clear and valuable, and in an easy-to-follow cadence?
- Overall was the pitch exciting and compelling?
- How efficiently did the team allot their time?

SUBMISSION GUIDELINES

- Maximum presentation length: 5 minutes
- Video presentation should include:
  - Slides in full screen
  - Presenter clear and visible in a smaller screen
  - Suggest using Loom.com or similar
- Upload presentation file to a shared location with public access
- Submit your entry at www.agora.io/en/battleground-entries