

Brewed Ideas Challenge 2021 Judging Form

Judge Initial's _____

Company Name: _____

| Judging Criteria | Finalists will be awarded points for each section below (with 1 being a low mark): | | | | |
|---|---|---|---|---|---|
| | | | | | |
| Did they use the BMC canvas effectively | 1 | 2 | 3 | 4 | 5 |
| Are they solving a significant problem (defined in terms of money or social impact) | 1 | 2 | 3 | 4 | 5 |
| Do they have evidence that the solution is validated | 1 | 2 | 3 | 4 | 5 |
| Did they identify their target market (customers) | 1 | 2 | 3 | 4 | 5 |
| Is the solution unique to the marketplace | 1 | 2 | 3 | 4 | 5 |
| Did they identify a long-term vision for their idea and outline next steps | 1 | 2 | 3 | 4 | 5 |
| Do they understand their funding needs and the impact of Brewed Ideas Challenge seed funding | 1 | 2 | 3 | 4 | 5 |
| Did they address how their idea contributes to inclusive innovation or diversity and inclusion. | | | | | |
| Did the idea, effort and passion presented by the team stand out and excite you? | 1 | 2 | 3 | 4 | 5 |

Score (out of 45) _____