

Award Criteria

Winners in Venture Cup IDEA are selected in accordance with the following award criteria: **credibility**, **scalability**, **idea**, and **team**.

Credibility (20%)

The team seems very knowledgeable within the business area and has made good assumptions for managing risk. The business concept has been tested and verified with good results against several key players.

Scalability (40%)

There is a clear and feasible plan to attract, retain and expand the customer base. In addition, it appears to have great global potential and/or great use in other applications or development opportunities for the business concept.

Idea (40%)

The business idea is very clear, coherent presented and well-thought-out. The idea is very good and includes a commercial potential that is underpinned by strong arguments.

