

2012 UF EcoInnovation Challenge
Final Round Venture Pitch Evaluation Criteria

Opportunity (10 points): The planned venture must present a clear market need as well as a way to take advantage of that need.

Innovative (10 points): The planned venture provides something novel/unique/special that gives it a competitive advantage in its market.

Feasibility (10 points): The Team can effectively address short-term and long-term goals and risks inherent to the project.

Sustainability (25 points): Execution of the planned venture improves the environment by at least one of the following benefits: preserving clean air, water, and/or soil; reducing waste; improving energy efficiency or developing renewable energy ideas; or promoting healthy living for people and/or communities. The planned venture must quantify its ability to provide at least one benefit in at least one (or more) of the above areas.

Benefit Corporation Framework (20 points): In congruence with the values of a B-Corp, practices will be socially, environmentally, and economically responsible and beneficial for all stakeholders including the consumer, community, employees, and environment during all stages of the project.

Financial Understanding (10 points): This team has considered a source of funding and has demonstrated potential for long-term financial sustainability.

Presentation: (10 points): The team effectively conveys their business opportunity. & (5 points): Ability to articulate responses to post-presentation questions.

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=100 points

Audience Preference (up to 10 points)