

WiSys® Big Idea Tournament

JUDGING CRITERIA

Each round of the WiSys Big Idea Tournament is generally judged using the following questions:

1. Did the team discuss their use of the lean business model canvas during their validation journey?
2. Throughout their validation journey, did the team identify and focus on riskiest assumptions/hypotheses (those that will kill their business) in the following areas:
 - a. Desirability (do people want it?)
 - b. Viability (will people pay for it?)
 - c. Feasibility (can we build it?)
3. Did the team design and/or run experiments (industry/market analysis, customer discovery, etc.) to validate the riskiest assumptions/hypotheses in the following areas:
 - a. Desirability (unique value proposition)
 - b. Viability (pricing)
 - c. Feasibility (MVP/prototype)
4. Did the team make evidence-driven course corrections (iterations or pivots)?
5. Does the team's level of traction (i.e., letters of intent, purchase contracts, sales, partnerships, etc.) match their progression in their validation journey?
6. Is the team solving a significant problem (defined in terms of money or impact)?
7. Did the team articulate a clear set of next actions in their validation journey and articulate a high-level plan and the resources they need to execute those next actions?
8. Did the team communicate their business model and validation journey in an engaging and easy-to-understand way? Did they use slides effectively with content that complemented their presentation?
9. Was the presentation under 6 minutes?