Duke Start-up Challenge Judging Guidelines

We ask that you please use the following criteria to help us maintain consistency and uniformity in the judging process through the competition. Our overall judging philosophy is:

If you had the money they are asking for, which team would you most like to invest in?

We understand that it may be hard to choose between very different teams and suggest you use a net present value calculation (present value of future cash flows minus investment) if you are having trouble deciding between two teams. This calculation will depend strongly on your estimate of how likely it is this team will be able to execute on its idea. If you feel two teams are equally likely to execute, then choose the team with the larger market opportunity.

Please consider the following criteria in making your decision. Note that these are just to help you with the judging process and not the only criteria you may consider. Ultimately, we are asking you to use your best judgment to decide who you think should be advancing to the finals.

Suggested criteria to consider
- Is this a good idea for a business?
- Can this team execute on this business?
- Has this team identified a market opportunity?
- Do they have a solution that meets that need?
- Have they explained, convincingly, how they would make money?
- Has this team considered the competitors in the space?
- Have they evaluated and mitigated the risks?
- Is the business plan well written?

Secret Ballot – "100 Points" Voting
After the teams pitch, you will have some time to discuss their performance in front of the audience. Then, you will fill out the following secret ballot. You have 100 points to allocate between up to three teams. You may give all the points to one team or split them between two or three teams as you see fit. Scores from all the judges will be totaled and the team with the highest score will advance to the finals. In the event of a tie we will hold a tiebreaker, re-allocating 100 points only with the tied teams.

Team Name	Points allocated (Must sum to 100)
1)	
2)	
3)	