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| **Selection Criteria** | **Marks**  |
| 1. Is the business idea creative and new
 | 20 |
| 1. Does the business idea fulfill unmet need
 | 20 |
| 1. Can the business idea be easily implemented
 | 5 |
| 1. Has the entrepreneur collected all relevant information
 | 5 |
| 1. Does the business idea profitable and financially feasible
 | 25 |
| 1. Does the estimated star up costs in line with the given budget
 | 10 |
| 1. Is there a market for the business to flourish
 | 5 |
| 1. How can the business reach the potential customers
 | 5 |
| 1. What are the acceptable risks related to the business and how can you handle that risk
 | 5 |