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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 |