



# Washington Coast Works Judging Criteria

For each criteria list below, you will receive a score of 0 to 5 points based on the following scale:

- 0 = Criteria is not addressed.
- 1 = Criteria is addressed in a way that is not clear or relevant.
- 2 = Criteria is clearly addressed, **but** the underlying assumptions are not clearly identified and explained.
- 3 = Criteria is clearly addressed and the underlying assumptions are clearly identified and explained, **but** there is not a clear explanation of how the assumptions have been or will be validated.
- 4 = Criteria is clearly addressed, the underlying assumptions are clearly identified and explained, and there is a clear explanation of how the assumptions have been or will be validated, **but** most of the key assumptions have not yet been validated.
- 5 = Criteria is clearly addressed, the response clearly identifies the underlying assumptions, there is a clear explanation of how the assumptions have been or will be validated, **and** most of the key assumptions have been validated.

## Part 1: Business Model and Financial Projections (Total = 25 Points)

1. You describe your **unique value proposition** (i.e., the problem you are solving, your product/service and how your product/service offers a unique solution) and the steps you've taken or plan to take (e.g., prototyping) to validate the existence of the problem and that your product/service provides a solution that is unique and valuable.
2. You describe your **market** (i.e., your most important customers who most value your product/service and the estimated number of customers in your target market) and the steps you've taken or plan to take to validate that the description is accurate.
3. You describe your **marketing strategies** (i.e., how you will reach your customers, make them aware of your UVP, and give you feedback) and the steps you've taken or plan to take to validate that your proposed strategies make sense.
4. You describe your **revenue model** (i.e., how your business makes money, including how you will deliver value to your customers and how they will pay for it) and the steps you've taken or plan to take to validate that the model makes sense.
5. You describe your **business operations** (e.g., key activities, facilities, partners, vendors, suppliers, personnel, and major costs) and the steps you've taken or plan to take to validate that your description is complete and makes sense.

## Part 2: Financial Projections (Total = 25 Points)

1. You provide a preliminary list of **startup expenses**, and you describe the steps you've taken or plan to take to validate that the list is complete and reasonable (i.e., you explain why each cost item is necessary and how you estimated its value).
2. You provide a preliminary estimate of the **overhead costs** and, for each sales unit, the **cost of goods sold**, and you describe the steps you've taken or plan to take to validate that the information is complete and reasonable (i.e., you explain why each cost item is necessary and how you estimated its value).

3. You provide a preliminary 12-month **sales forecast**, including a description of your proposed sales units, proposed sales unit pricing, and estimated sales per month, and you describe the steps you've taken or plan to take to validate that the information is complete and reasonable (i.e., you explain why you think the proposed pricing and projected sales volume makes sense).
4. You provide a preliminary 12-month **cash flow projection** that demonstrates how much money will be needed to cover startup and cash flow to break even, including a clear description of when the business will break even, and the steps you've taken or plan to take to validate that the projected cash flow will be sufficient.
5. You describe **how you will use the prize money**, and the steps you've taken or plan to take to validate that this will move your business forward (i.e., you explain why you think this is the most important way to use these funds).

## **Part 2: Sustainability (Total = 50 Points)**

1. You describe how the business will contribute to **conservation of local natural resources** and the steps you've taken or plan to take to validate that the business will actually produce this impact.
2. You describe your goals for the conservation impact and the steps you've taken or plan to take to validate that these goals are reasonable.
3. You describe how you will measure the conservation impact and the steps you've taken or plan to take to validate that the measurement system is feasible and appropriate.
4. You describe how the business **revenue will stay in the local economy** and the steps you've taken or plan to take to validate that the business will actually produce this impact.
5. You describe your goals for the local economy impact and the steps you've taken or plan to take to validate that these goals are reasonable.
6. You describe how you will measure the local economy impact and the steps you've taken or plan to take to validate that the measurement system is feasible and appropriate.
7. You describe how the business will contribute to the development of **leadership and self-determination** in your community and the steps you've taken or plan to take to validate that the business will actually produce this impact.
8. You describe the goals for the leadership impact and the steps you've taken or plan to take to validate that these goals are reasonable.
9. You describe how you will measure the leadership impact and the steps you've taken or plan to take to validate that the measurement system is feasible and appropriate.
10. You describe how the conservation, local economy and leadership impact impacts grow as the business grows and the steps you've take or plan to take to validate this.