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Entrepreneurs of the Future 2012/13 Dragons' Den Assessment Criteria

Students will pitch their business idea to the panel who will then ask further questions with regards to the business. Two winners will be selected from each college that will then go through to the final event in June 2013.

For the initial pitches and final event, judges will be looking for an individual/group that has shown through their pitch and business plan the following key criteria:

1. Enthusiasm and a real vision and passion to make the business idea succeed.
2. Business acumen and the ability to motivate others by using skills such as leadership, enterprise and integrity.
3. Development of a Unique Selling Point - a product/service that serves a need like nothing else.
4. Ability to show that the product can be sold and marketed.
5. Understanding of the market place and obstacles that may be encountered, with realistic recommendations (if possible) of how to overcome these obstacles.
6. Clear identification of a market opportunity, innovation and growth.
7. A clear address of sustainability issues through the idea or product.
8. Awareness of the current economic climate and its impact on the proposed business idea.

A short business plan will need to be completed by winning delegates. Event organizers will be able to help delegates with completion of the business plan before submitting. The business plan is then to be submitted prior to the event by the delegates, and will be assessed by judges.

Please be aware that the judges will be looking for individuals that are able to deliver the above competencies and have the passion to make their business succeed.

Three prizes will be awarded at the final event:

- 1st prize - £1250
- 2nd prize - £500
- 3rd prize - £250

Please note that the winner may also be eligible to apply for a competitive loan to pursue their idea.