



Finalist name	Does the idea clearly outline a viable market for the product / service?	Does the idea sufficiently demonstrate a unique selling point (including differentiation from competitors?)	Is there room for product growth?	Is the idea suitable taking into account the current economic climate and its impact on the business idea?	Has a set of objectives towards the business start up/growth been demonstrated?	Are the financial costs and profits realistic?	Have sustainability issues been clearly addressed through this idea?	Has the finalist shown realistic business and personal strengths?

Please score as follows:

1 = poor, basic, 2 = fair, basic , 3 = good 4 = very good 5 = exceptional

Judgements will be made after feedback regarding Dragons' Den pitches.