What makes a winning entry – Judge's Perspective

Bob Pettigrew, 5K Technology Judge

1. Know your audience
- Judges
- Potential Investors

2. Key Success Factors
- ✓ Well structured plan
- ✓ Committed team
- ✓ Attractive market
- ✓ Unmet need & powerful solution
- ✓ Sound financial plan
- ✓ Attractive returns

3. The Team
- Credible with necessary skill base
- Endorsed/ supported by high profile & relevant individuals
- Evidence of commitment

4. Quality of Solution
- REALITY – substantiate
- UNIQUE / DIFFERENT
- PROTECTABLE
- VALUABLE

5. Competitive Advantage
- Show real understanding of the competition
  - Really understand the strengths and weaknesses of what's out there
  - Do NOT dismiss competition
- Why is your offering better?
- Can you prove it?

6. Realism and Size of Market
- Thorough grasp of market nature
- Evidence of market need
  - Many businesses get letters of endorsement
  - Including surveys of users is very powerful
- Identify & overcome barriers to entry

7. Addressing the Market
- How will you reach customers?
  - PR, marketing, manufacturing
- Think about channels, OEM, distributor, integrator, PR…
- Sales plan

8. Delivering the Product/Solution
- Operational plans
- Supply channels
- Potential hurdles & how you plan to overcome them

9. Financial Model
- Realistic revenue cost & cash model with supporting commentary consistent with business model
- Investment model – returns, NPV …
  - Show you can create consistent value

10. And finally….. a high quality presentation – PRESENTATION REALLY MATTERS
- Well structured
- Good balance of commercial, financial, & technical aspects with no obvious gaps
- Support all superlatives!

Final Judging Presentations (£5k finalists)
- Hone presentation skills – final presentation to judges can be make or break
- Be polished, articulate, convincing & compelling
- Respond truthfully & accurately to questions – if you don't have the answer show that you have a process to find it out