



What are the Judges Looking for?

1. **Business Model** – How does the team plan on making this a successful business? Have they thought about (either solved or identified problems) competition, how to scale, acquiring customers, their revenue model etc?
2. **Customer Validation** – Are teams building something that people actually want? How well does the team understand their customer and their customer's needs. Did the team get out and talk to customers? What is the value proposition to customers?
3. **Execution and Design** - Have they established a "Minimal Viable Product" for the weekend (software, hardware, etc.)? *Note: an MVP is the minimum set of features to be able to start collecting data. Does it deliver a compelling and captivating user experience? Were they able to demo something functional?
4. **Impact** - Does the idea create a positive impact on the environment? Has the team clearly identified their impact? Is the impact the team identified a significant one?

Prizes

\$5,000	Grand Prize
\$1,000	Category Prize- Greenhouse Gas Emissions
\$1,000	Category Prize- Sustainability Action Plan
\$1,000	People's Choice