Judging Criteria for the Arden University Lion's Den Business Competition 2024

Your team's pitch will be evaluated on the following criteria:

1. Clarity and Structure: How well is your pitch organised, and how clearly do you convey your idea?
2. Content Relevance: Is your pitch relevant to the target audience, addressing their needs and pain points effectively?
3. Value Proposition: Do you communicate a compelling and unique value proposition for your idea?
4. Delivery and Confidence: How confidently and engagingly do you present your pitch?
5. Time Management: Can you deliver your pitch within the allocated time frame?
6. Sustainability: Is your idea sustainable, with plans to minimize environmental impact?
7. Use of Generative AI: How effectively do you incorporate generative AI to enhance your idea's innovation and value?
8. Q&A Responses: How well do you respond to questions from the judges?
9. Overall Impact: Does your pitch leave a memorable impression on the audience?