



Elevate Business Plan Judging Criteria

Where is God in it? 25%

- The vision for the startup originated from a clear call
- The founders are intentional about how God is working in and through them
- God is demonstrably moving in this area
- The product or service serves the world

Is this a good opportunity? 25%

- There is a significant identified problem
- There is a significant addressable market
- The company has been thoughtfully positioned against competition
- The idea is a viable solution with clear and distinct differentiation
- There is creativity and innovation in product/service, branding, marketing, etc.
- The market timing is appropriate for this concept

Is this the right team? 25%

- The team is passionate about solving the problem and clearly love what they do
- The founders have relevant experience and a track record of high performance
- The founders are humble and hungry
- The team is focused and dedicated
- The team is complete or there are appropriately identified potential additions

Business/Financial Model Design 25%

- The team has identified a clear and actionable monetization strategy
- There is an identified initial target market and clear sales channels
- The solution is sustainable and scalable
- The team has developed comprehensive and considered financial projections
- Team has undergone customer development to validate/invalidate assumptions

Bonus Points + 10%

- The startup has proprietary technology or other defensible intellectual property
- The startup is already a going concern with operations, revenue and/or other demonstrable traction
- The founders are supported by a quality advisory team and/or Board of Directors
- There is an inherent WOW factor