



## **Judging Criteria – Inspire Launch Grow 2024**

### **Inspire - Emerging Innovation Award**

For technology-based businesses, social enterprises and ideas with outstanding commercial potential who are at an early stage. The finalists have been judged to have a novel, interesting or unique idea, along with their business model. Emerging innovations will be currently in development but will have a promise for high growth as well as scalability and the potential to create jobs and have an impact on the local economy. In this category, judges are looking for strong customer validation and those who are at the start of their entrepreneurial journey. The enterprises should not have generated more than £100,000 in any form of funding.

**Judges will be using the following criteria for the Inspire - Emerging Innovation Award.  
Each category below will be scored out of 10 points.**

- **Innovation**  
To receive full marks the company should demonstrate a 'disruptive' solution to a proven problem or a novel business model.
- **Business Model**  
In order to receive full marks, the enterprise must demonstrate a financially sustainable business model.
- **Impact**  
To achieve full marks the enterprise must have the potential to produce significant net positive changes in well-being, their communities, or the broader environment.
- **Team**  
To receive top marks the team must have relevant skills, contacts, mentors, industry knowledge, and experience, including the capability to support and engage a diverse team and community of stakeholders.
- **Scalability**  
To achieve full marks the enterprise has the potential to be a high-growth company, and can demonstrate clearly the market opportunity for their business idea.
- **Validation**  
To achieve full marks the company must have engaged with their customer base through multiple touchpoints and show signs of validation.
- **X-Factor**  
In order to achieve full marks in this area, the company must display the wow factor to the judges. E.I a great pitch, an amazing story, or impressive traction.



## Launch - Impact Award

Designed for enterprises focused on change for the common good. Judges will be looking for those with the potential to benefit communities or the environment. The winning enterprise will be led by its social mission and be able to measure its impact. However, it should not stop there. Finalists must demonstrate a financially sustainable business model. This category invites those whose mission is to make the world a better place.

### **Judges will be using the following criteria for the Launch – Impact Award.**

- **Impact – Scored out of 20**  
To receive top marks in this category the company must be led by their social or environmental mission and be able to demonstrate direct social or environmental impact being made on communities. This impact needs to be measured.
- **Business Model – Scored out of 10**  
In order to receive full marks, the enterprise must demonstrate a financially sustainable business model.
- **Scalability - Scored out of 10**  
To achieve full marks the enterprise has the potential to be a high-growth company and can demonstrate clearly the market opportunity for their business idea.
- **Team - Scored out of 10**  
To receive top marks the team must have relevant skills, contacts, mentors, industry knowledge, and experience, including the capability to support and engage a diverse team and community of stakeholders.
- **Validation - Scored out of 10**  
First, there needs to be evidence be a real social or environmental problem. Second, they need to demonstrate that there is a customer that is willing to pay for the service or product they are developing.
- **Innovation – Scored out of 10**  
To receive full marks the company should demonstrate a 'disruptive' solution to a proven problem or a novel business model.
- **X-Factor - Scored out of 10**  
In order to achieve full marks in this area, the company must display the wow factor to the judges. E.I a great pitch, an amazing story, or impressive traction.



## **Grow - Growth Innovation Award**

This award is for technology-based businesses and social enterprises, with a strong market fit and investment potential. The initial concept, feasibility testing and market validation must be established and a product or prototype must have been developed.

### **Judges will be using the following criteria for the Grow-Growth Innovation Award**

**Each category below will be scored out of 10 points.**

- **Innovation**  
To receive full marks the company should demonstrate a 'disruptive' solution to a proven problem.
- **Scalability**  
To achieve full marks the enterprise has the potential to be a high-growth company, has a growth strategy in place, and is meeting their initial goals.
- **Business Model**  
In order to receive full marks the enterprise must demonstrate a clear business model with clear plans to sustain the business before revenue is being generated
- **Validation**  
To achieve full marks the company must have engaged with their customer base through multiple touchpoints and show strong signs of validation.
- **Team**  
To receive top marks the team must have relevant skills, contacts, mentors, industry knowledge, and experience, including the capability to support and engage a diverse team and community of stakeholders.
- **Impact**  
To receive top marks in this category the company must be led by their social or environmental mission and be able to demonstrate direct social or environmental impact being made on communities. This impact needs to be measured.
- **X-Factor**  
In order to achieve full marks in this area, the company must display the wow factor to the judges. E.I a great pitch, an amazing story, or impressive traction.



## Moving Mountains Micro Awards

Back for 2023- we are welcoming entries to our Inspire Launch Grow Moving Mountains Micro Awards with your inspiring story and win a £500 prize and have your story featured at the event! Enter this category with either a 3-minute video or a 500-word story.

**Best Diversity, Equality, and Inclusion initiative.** How does your business lead the way in creating an inclusive, fulfilling work environment that represents the wider society and is a truly welcoming place for marginalized groups? Our judges would love to hear about you!

**Creative Enterprise of the Year.** Are you a freelancer, a creative small business, an Etsy seller, or maybe you just have a stall at a market? If so, we want to hear about you and your business and how your creativity helped you along the way.

### New Awards This Year!

#### **Inspire Launch Grow – Entrepreneur of the Year**

This award will be nominated by the Edinburgh Innovations Team and the winner will be asked to be our keynote speaker at ILG.

#### **Emerging Female Entrepreneur Award**

This award will be open by nomination – the nominator can be a friend, peer, employee or business advisor. Nominations are open for all students and recent graduates from the University of Edinburgh who identify as female, including trans-women. You can be nominated even if you have won Inspire Launch Grow in the past.

Judges seek resilience, innovation, and societal impact in selecting an emerging female entrepreneur. They value visionary leadership, demonstrated through overcoming challenges and adapting to market dynamics. Innovation and sustainability in business practices are paramount, alongside a commitment to diversity and inclusion. Judges prioritize entrepreneurs who envision their ventures making a positive difference in communities or industries. They also assess the nominee's ability to inspire and empower others, leveraging unique skills and experiences. Ultimately, the selected entrepreneur embodies leadership, innovation, and a dedication to creating meaningful change in the entrepreneurial landscape.