

Growth Point Judging Criteria 25/26

Evidence of Traction and Progress (30%)

We are looking for evidence that the business has gained momentum beyond the idea stage through sales, pilots, grants, investment, partnerships, users, or other indicators of progress.

Growth Potential (25%)

We are looking for businesses with a clear opportunity to grow, a strong understanding of their market, and realistic plans for the future.

Strength of the Funding Plan (20%)

We are looking for a clear and practical plan for how the £5,000 will be used to accelerate business growth and deliver measurable outcomes.

Founder and Team Capability (15%)

We are looking for founders and teams who demonstrate the skills, experience, commitment and determination needed to successfully grow their venture.

Impact and Sustainability (10%)

We are looking for businesses that have considered their impact on people, communities and the environment, and are building responsible and sustainable business practices.