**GradVenture selection criteria**

# Social Value Proposition

[ ]  Are they making a difference with their product of service?

[ ]  Have they thought about how they will measure the social impact?

[ ]  Do they understand the target audience and have they engaged in some research?

[ ] Do they know who their competitors are and how they can differentiate themselves from them?

[ ]  Have they thought about how they might reinvest any surplus?

# Product or service feasibility

[ ]  Have they identified economic, social, technological changes which might affect this market and business now and in the future?

[ ]  Have they thought about the resources (both financial and other) that they require in order to be able to deliver the activities they propose?

[ ]  Have they considered what partners they may need to deliver their products or services?

 [ ]  Do they have a sales/marketing/distribution strategy?

[ ]  Do they have a reasonable understanding of costs and revenues expected year on year?

# communication/presentation/attitude

[ ]  Do they have skills/expertise/experience which will help them in the business – or have they identified where they have gaps and are looking to strengthen those skills?

[ ]  Can they articulate their ideas succinctly and build a compelling business case?

[ ]  Do they show enthusiasm for their idea and for entrepreneurial activities more broadly, for example by engaging with what the enterprise team at their institution (or elsewhere) offers?

[ ]  Are they able to articulate how the business idea fits in with this year’s theme of creating community or supporting wellbeing?