**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?