

School	
Team	

Criteria for Entries –all the following criteria must be met in order to be considered for judging

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| | - Includes the names of team members, school name, teacher's name and an email address on the entry. |
| | - Be a one-sided page |
| | - Have a font no smaller than 10pt |
| | - Include at least one photo on the page |
| | - Include the market day sales figures |

One team will receive a special judges' award. Entries from both categories will be considered. The judges' decision will be based on the judging criteria as well as their overall impression

1. Innovative Product/Service										
Novelty of Product/Service										
1.1	Adds something new to an existing product/service – the change is significant.		0	1	2	3	4	5	Max 10 Marks	Total:
1.2	Adds value – customer or producer value	1 = Attempts to add value 2 = Value added 3 = Demonstrated skills and imagination and/or meets identified target market 4 = Sold out Product 5 = Projected Sales met	0	1	2	3	4	5		
Innovative Idea										
1.3	Is the Idea truly innovative to the Market		0					10	Max 10 Marks	Total:
Commercial Success										
1.4	Did the product/service sell at market day?	0 = No Sales 1 = Poor Sales 2 = Average Sales 3 = Good percentage of sales 4 = Sold out of products 5 = Project sales met	0	1	2	3	4	5	Max 15 Marks	Total:
1.5	Did the product/service meet demands?		0	1	2	3	4	5		
1.6	Overall Impression	E.g. • Higher value product • excellent commercial potential	0	1	2	3	4	5		
									TOTAL Max 35	
2 Innovation in Sales and Marketing										
Place/Location										
2.1	Did the team have a plan where to locate their stall and why?		0					5	Max 25 Marks	Total:
2.2	Did the team attract custom to their stand?	0 = none 3 = some 5 = many	0			3		5		
2.3	Did the team do something innovative to overcome a difficult location?	0 = No attempt 1 = made some attempt 2 = made some attempt with little innovative 3 = Attempted to market in an innovative way 4 = attempted with some success 5 = Successfully overcame a difficult location in an innovative way	0	1	2	3	4	5		
2.4	Was the promotion innovative?	0 = No attempt made to promote 1 = made some attempt to promote 2 = made some attempt to promote in an innovative way 3 = Attempted to market in an innovative way 4 = attempted with some success to market in an innovative way 5 = Successfully promoted and marketed in an innovative way	0	1	2	3	4	5		
2.5	Did the marketing improve sales?		0	1	2	3	4	5		
									TOTAL Max 25	