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# TERVATYNNYRI

## ASSESSMENT CRITERIA

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### SCALABILITY (0-10 POINTS)

- How scalable is the business idea?
- How efficiently can the business idea grow and generate value?
- Can other value be created from the product besides the product itself?
- How much resources does customer acquisition require?
- Do customers act as amplifiers for marketing/distribution?

### TERMS (0-5 POINTS)

- How long-term is the idea?
- How much funding is required to develop the idea into a business?
- How quickly will the idea generate cash flow?
- How realistic is the idea?

### PRODUCT/IDEA (0-10 POINTS)

- Is there a clear customer/target group?
- Is there a clear need?
- Has feedback already been collected from customers/target group for the idea?
- How difficult is market entry?
- Is the value proposition of the idea understandable and clear?

### ORGANIZATION (0-3 POINTS)

- Is the person presenting the idea capable of developing it for the market?
- Does the person presenting the idea have a realistic understanding of their own weaknesses/strengths?

### MARKET (0-5 POINTS)

- How large is the market the idea is targeting?
- Has the competitive situation in the market been identified, and what is it like?
- Is the idea new to the market, and does it have an advantage to challenge current competitors?
- Does the idea have the potential for sufficient margins?
- Are there any foreseeable legal/regulatory barriers? Is the timing right for bringing the idea to the market?

### OTHER (0-3 POINTS)

- The expert judge's own intuition/feeling about the idea.