



Innovation	Market Opportunity	Business Plan	Founder/Team	Health & Safety
Problem identification	Awareness of the potential market	Is there a business plan?	Presentation of the Innovation	Implementation of the product
What is the innovation	Who are your competitors and how do you differ?	What is your business model?	Describe your team? Advisors, mentors, employees?	How effective is the product?
Originality/newness	Path to market	IP Strategy	Previous experience?	Is it sensitive to the environment
What is the unique solution - benefit to the primary industries	Commercial returns	Who will buy it?	What gaps exist in the team?	Is it tested?
How well has the solution been executed and presented?		Product Margins? Manufacturability?		Are there regulations?
Technical Viability		Scalability		