

# **Concept Paper Judging Criteria 2022**

Relevance/ Importance to Natural Outdoor Recreation Economic Development in the contest area (20 points)

- Viability of the Business Idea (60 points)
  - Need in the region for the product/service
  - Thoughtfulness of the applicants method to resolve the need
  - Is the product/service or method unique?
  - Is the timeline reasonable?
  - How and when will the business idea will be assessed. Can the idea be tweaked, if necessary
  - Preliminary budget – associated costs and use of funding if awarded through the contest
  
- Is there evidence the applicant can move this ideas forward to fruition? (10 points)
  
- Presentation Quality (10 points)