



# KeikiCo Contest

## Judging Criteria

Each submission will be evaluated based on the following criteria:

Business Plan (50%)					
	5	4	3	2	1
<b>Product or Service Idea</b>	Innovative idea that clearly solves a real problem in Hawaii with a strong purpose.	Good idea with local relevance and potential impact; mostly original.	Solid idea with some connection to Hawaii's needs; may not be fully unique.	Basic idea; unclear how it solves a problem or fits Hawaii's needs.	Unclear, unrealistic, or unrelated to a specific problem.
<b>Executive Summary</b>	Thorough and engaging summary covering all key elements (concept, mission/vision, market, product/service, finances, startup).	Mostly complete with a few missing details or areas needing more clarity.	General overview given; some important elements are missing or unclear.	Incomplete or confusing summary that lacks structure.	Missing or mostly blank.
<b>The Business</b>	Clear and thoughtful company name, mission, vision, and objectives that align well.	All parts included; some could be more detailed or better connected.	Includes basics but lacks depth or clarity.	Some components missing or weakly explained.	Few or no components included.
<b>Market Research</b> SWOT: Strengths Weaknesses Opportunities Threats	Detailed SWOT analysis with strong competitor research and insight into the market.	SWOT and competitor info included; may need more depth or clarity.	Some market research is present, but it's surface level or vague.	Minimal research or analysis; unclear understanding of competition.	No research or SWOT provided.



# KeikiCo Contest

<b>Marketing</b> <b>5P's:</b> <u>P</u> roduct (or Service) <u>P</u> rice <u>P</u> lace <u>P</u> romotion <u>P</u> eople	Strong and strategic plan using all 5 Ps with clear thought behind each.	Covers all Ps; one or two may be weaker or need more explanation.	Some Ps addressed; others missing or unclear.	Limited marketing plan; lacks detail or thought.	No marketing strategy included.
<b>Finance</b>	Realistic and complete financial plan, including costs, pricing, funding, and profits.	Mostly complete and logical; may need more detail in one area.	Basic financial information included; some numbers may be unclear or missing.	Incomplete or unrealistic financial plan.	No financial plan or very unclear.

## Video Pitch (50%)

	5	4	3	2	1
<b>Creativity and Persuasiveness</b>	Exceptionally creative, passionate, and persuasive; connects emotionally and clearly follows PITCH format.	Engaging and interesting; mostly persuasive with some originality.	Message comes through; may lack creativity or strong emotional appeal.	Low energy or unclear pitch; little passion or creativity shown.	Difficult to understand or missing key persuasive elements.
<b>Clarity and Completeness</b>	Clear explanation with all required details (intro, price, place, call to action, tagline) within the time limit.	Clear overall; one or two elements missing or rushed.	Message is somewhat clear but missing multiple details.	Hard to follow or poorly structured.	Incomplete, disorganized, or missing key sections.