

Well, I think there are a number of factors that you have to bear in mind when you are judging this sort of competition. What I'd be looking for is a coherent, well-structured presentation, which shows the team have thought their project through in detail.

First of all, they need to show they've done the groundwork – to show there's a potential market for what they want to create. Then, that they've done enough research into similar products and services that may already exist. Next, they'd need to show a good understanding of what the cost of their project will be. And finally, they'd need a timescale for how long it will take for investors to get a return on their investment. It's only really once you get a clear picture of all those aspects that you are really in a position to select a winner.