

Dragons Den – Marking Criteria

The mark next to each criteria is a guide only – any mark between 0 and 5 can be awarded by judges.

Business Practice and People: 5

- 5 A clear description and advantages of the product or service is given. A mission statement and company objectives are articulated. The company have demonstrated an outstanding ability to deliver on their business objectives through their people and processes.
- 3 A description of the product or service is given. Some company objectives are articulated. The company have demonstrated an ability to deliver on most business objectives through their people and processes.
- 1 A basic description of the product or service is given. Directors having the beginnings of a plan to achieve company objectives.

Marketing: 5

- 5 The Company clearly understands the target market or niche and directors are able to describe the characteristics of this market via relevant research, including competition. Company directors have demonstrated the product meets the needs of the target market. The marketing mix is clearly explained and the pricing policy, promotional mix and position in the market place all clearly relate to the type of product or service.
- 3 The YES Company explains its target market or niche and has undertaken some market research. The product or service has shown that it relates to the needs of the market. The marketing mix is explained and the pricing, promotion and position in the market place mostly relate to the type of product or service.
- 1 A target market is identified in relation to the product. Some elements of the marketing mix are discussed.

Operations: 5

- 5 The YES Company has established suppliers and sources of supply. The production process and supply chain is thoroughly explained for the product or service. The company has effective quality control measures in place.
- 3 The YES Company has established some suppliers and sources of supply. The production process is explained. The company has made reference to quality control measures.
- 1 The YES Company has discussed some aspects of supply and production.

Finances: 5

- 5 The sources of capital formation to start the YES Company are explained and the rate of return on investment is explained using appropriate financial scenarios. The Company has a clear cost breakdown and know the volumes required to achieve break even. The directors have reported financial returns using a number of relevant scenarios. There is reference to financial controls.
- 3 The sources of capital formation to start the YES Company are explained and the rate of return on investment is given. The Company has a cost breakdown and knows the volume required to achieve break even. The directors have reported financial return.
- 1 The YES Company has discussed some aspects of finance

Innovation: 5

- 5 The product, service or business model is new idea in the market. The product or service clearly differentiates itself from other products / services in the market. Alternatively; the company has shown an ability to add significant value to a product or service that differentiates it from other products or services in the market. There is scope to scale up and diversify into new products or services and/or national and international distribution, to increase returns for the shareholders.
- 3 The product is not new to the market but the directors have shown a point of difference between their product/service and the rest of the market. The product/service has merit and the product has potential to increase returns for the shareholders
- 1 The product or service displays some innovation. The product/service may have a market but more information is required to be convinced and the product/service needs more research before it will be marketable.

Presentation: 5

- 5 Presenters were very confident and aides used, including prototypes supported the presentation well. Presenters articulated information clearly and covered all areas well.
The presenters were professional in all aspects of delivering their presentation
- 3 Presenters were confident and aides used, including prototypes supported the presentation. Presenters articulated information clearly and covered most areas well.
The presenters were professional in most aspects of their presentation.
1. Presenters were competent.
Presentation covered some areas.
Some presentation skills lacking or prototype drawings or models not included.