



Green Shoots Competition Judging Criteria at Gulfood Green.

Here's a breakdown of the key judging criteria:

Innovation & Disruption (40%)

- **Novelty of the solution:** Does the agri-food tech solution address a critical need in the food system with a unique and innovative approach?
- **Disruptive potential:** Does the solution have the potential to significantly change the current landscape of the agri-food tech industry?
- **Scalability and replicability:** Can the solution be easily scaled and replicated across different markets and contexts?

Impact & Sustainability (30%)

- **Environmental impact:** Does the solution contribute to a more sustainable food system by addressing challenges like resource reduction, waste management, or climate change mitigation?
- **Social impact:** Does the solution have a positive social impact, such as improving food security, empowering farmers, or promoting fair trade practices?
- **Economic viability:** Does the solution demonstrate a clear path to profitability and economic sustainability?

Team & Execution (30%)

- **Strength of the founding team:** Does the team possess the necessary expertise, experience, and passion to bring the solution to market?
- **Clarity of vision and mission:** Does the team have a clear vision for the future of their agri-food tech solution and a well-defined mission statement?
- **Go-to-market strategy:** Does the team have a realistic and well-defined plan for launching and scaling their solution?



Presentation & Delivery (10%)

- **Clarity and conciseness of the pitch:** Is the pitch clear, concise, and easy for the audience to understand?
- **Engaging storytelling:** Does the pitch use compelling storytelling techniques to capture the audience's attention and build excitement?
- **Confidence and professionalism:** Do the team present themselves with confidence and professionalism, effectively conveying their passion and expertise?

Additional Considerations:

- **Alignment with Gulfood Green's Themes:** The judges may give some weighting to how well the solution aligns with the overall themes and focus areas of Gulfood Green in a particular year.
- **Stage of Development:** The judging criteria might be slightly adapted based on the stage of development of the participating startups (e.g., early-stage vs. growth-stage).

Transparency & Communication:

- Clearly communicate the judging criteria to all participating startups in advance.
- Provide feedback to all participants after the competition, even if they don't win. This helps them refine their pitch and improve their chances of success in the future.