

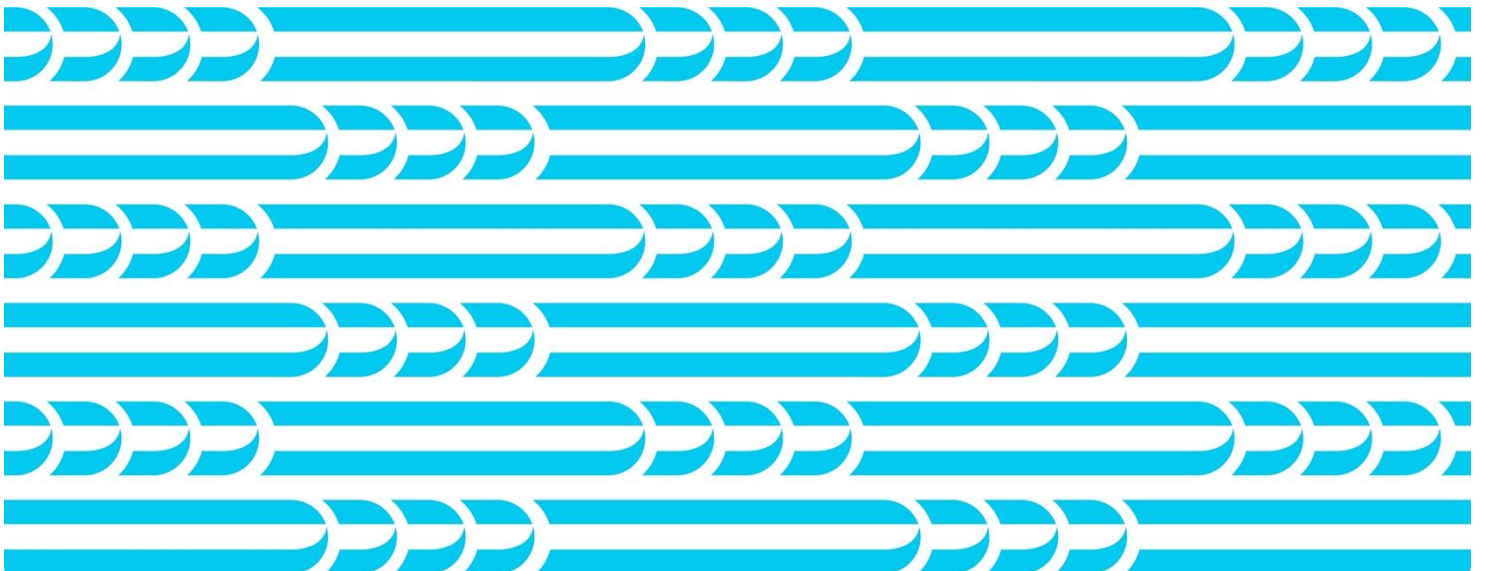


Waipapa
Taumata Rau
**University
of Auckland**

Velocity \$100k Challenge 2026

Judging Criteria

Updated May 2026



Category	Criteria	Points
Executive Summary	<p>The venture is clearly and concisely summarised.</p> <p>The problem, proposed solution, target customer, and distinctive value proposition are clearly communicated.</p> <p>Any early validation, traction, or progress is clearly outlined.</p>	5
Problem Statement	<p>The team has clearly identified and articulated a meaningful problem or pain point.</p> <p>The affected customer/user group is clearly defined.</p> <p>The context and significance of the problem are well explained.</p> <p>Evidence is provided to demonstrate why this problem is worth solving (e.g. data, observations, interviews, research).</p>	20
Solution (including Prototype if provided)	<p>The proposed solution clearly addresses the identified problem.</p> <p>The current development stage is clearly identified (e.g. concept, prototype, testing).</p> <p>The solution is feasible and realistic at this stage of development.</p> <p>The solution demonstrates differentiation from existing alternatives.</p> <p>The venture has identified any defensibility (e.g. intellectual property, technical advantage, unique insight, network effects).</p> <p>If a prototype is included, it supports and strengthens the credibility of the proposed solution.</p>	20
Market Opportunity and Customer Validation	<p>The target market and ideal customer are clearly defined.</p> <p>The market opportunity has been appropriately outlined.</p> <p>The team demonstrates evidence of customer discovery,</p>	20

	<p>market validation, or testing activity.</p> <p>Key learnings from customer engagement are clearly explained.</p> <p>The submission demonstrates iteration or refinement based on insights gathered.</p> <p>If validation has not yet occurred, the team has clearly identified assumptions to test and a credible plan to test them.</p>	
Business Model (including business canvas)	<p>The team has clearly explained how the venture will create and capture value.</p> <p>The proposed revenue model is logical and appropriate. Customer acquisition or distribution channels have been considered.</p> <p>Key commercial assumptions have been identified.</p> <p>The business canvas is clear, coherent, and supports the overall venture plan.</p>	10
Financial Considerations	<p>The team demonstrates awareness of key cost drivers involved in launching the venture.</p> <p>Potential revenue streams have been identified.</p> <p>Early pricing considerations are realistic and thoughtful. The submission identifies key assumptions required for financial viability.</p>	10
Founding Team	<p>The team demonstrates relevant skills, experience, or capability to progress the venture.</p> <p>The team has clearly explained why they are well positioned to pursue this opportunity.</p> <p>Skill gaps have been identified with thoughtful plans to address them.</p> <p>Relevant external support, mentorship, or networks have been identified where appropriate.</p>	10

Overall Quality of Entry	The submission is clear, well structured, and professional. The entry is coherent and logically presented. The overall quality of thinking demonstrates initiative, curiosity, and commitment to venture development.	5
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