



# IWISA NO 1 COMMUNITY CHAMPIONS SCORECARD 2: FINALIST CRITERIA

COMMUNITY  
CHAMP1ONS

Criteria	Description	Source	Weight
Executive Summary & Business Purpose	Clear articulation of vision, values, and offering (must show clear social intent which is demonstrated and "lived" through the remainder of the business plan)	Business Plan: Section 1	10
Social Impact	Measurable examples: SDG alignment, impact goals (must be direct link to Premier SDGs for the competition; examples must be relevant)	Business Plan: Section 5	20
Innovation & UVP	Product/service uniqueness, innovation use (must be clear drive to improve relevance and value offering/ solution brings; demonstrate clear continuous improvement)	Business Plan: Section 3	10
Market Insight	Client understanding and sector relevance (must show that they are actively taking their offering to market)	Business Plan: Section 4	5
Operational Soundness	Team, tools, infrastructure, formal systems: (demonstrate that the business is formalised and shows level of efficiency)	Business Plan: Sections 6-7	10
Financial Maturity	Profit/loss, turnover, financial tools (the business model must be sustainable not highly profitable)	Business Plan: Section 8	10
Growth Plan	Clear, feasible goals and strategies (must demonstrate ongoing relevance and commitment to keeping on making a contribution to the community; there must be a clear vision of success)	Business Plan: Section 9	10
Founder Passion & Motivation	Authentic story, motivation, use of funding	Business Plan: Section 10 + Video	10
Clarity & Quality of Submission	Presentation, completeness, clarity	All Documents	5
Compliance	All compliance requirements met	Application Form + supporting documents (verified)	5
Impact of prize-money on the business	How the prize money would catalyse growth, sustainability and impact	Judgement-based holistic assessment + video	5



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IWISA NO.1 ON  

Competition runs 15 June- 31 July 2025. Ts & Cs apply.