

## Dragons Den – Marking Criteria

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There are six categories in the marking criteria:

- Business Practice & People (maximum 15 marks)
- Marketing (maximum 15 marks)
- Operations (maximum 15 marks)
- Finances (maximum 15 marks)
- The Pitch (maximum 15 marks)
- Innovation (maximum 25 marks)

*The mark next to each level of the criteria is a guide only – any mark between 0 and 15 (or 0 and 25 for Innovation) can be awarded by judges.*

<b>Business Practice and People: 15</b>	
<b>15</b>	<ul style="list-style-type: none"> <li>• A clear description and advantages of the product/service is given.</li> <li>• A mission statement and company objectives are articulated.</li> <li>• The company have demonstrated an outstanding ability to deliver on their business objectives through their people and processes.</li> </ul>
<b>10</b>	<ul style="list-style-type: none"> <li>• A description of the product/service is given.</li> <li>• Some company objectives are articulated.</li> <li>• The company have demonstrated an ability to deliver on most business objectives through their people and processes.</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>• A basic description of the product/service is given.</li> <li>• Directors have the beginnings of a plan to achieve company objectives.</li> </ul>

<b>Marketing: 15</b>	
<b>15</b>	<ul style="list-style-type: none"> <li>• 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).</li> <li>• Company directors have demonstrated the product/service meets the needs of the target market.</li> <li>• The marketing mix is clearly explained and the pricing policy, promotional mix and position in the market place all clearly relate to the product/service.</li> </ul>
<b>10</b>	<ul style="list-style-type: none"> <li>• The YES Company explains its target market or niche and has undertaken some market research.</li> <li>• The product/service has shown that it relates to the needs of the market.</li> <li>• The marketing mix is explained and the pricing, promotion and position in the market place mostly relate to the product/service.</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>• A target market is identified in relation to the product/service.</li> <li>• Some elements of the marketing mix are discussed.</li> </ul>

**Operations: 15**

15	<ul style="list-style-type: none"> <li>The YES Company has established suppliers and sources of supply.</li> <li>The production process and supply chain is thoroughly explained for the product/service.</li> <li>The company has effective quality control measures in place.</li> </ul>
10	<ul style="list-style-type: none"> <li>The YES Company has established some suppliers and sources of supply.</li> <li>The production process is explained.</li> <li>The company has made reference to quality control measures.</li> </ul>
5	<ul style="list-style-type: none"> <li>The YES Company has discussed some aspects of supply and production.</li> </ul>

**Finances: 15**

15	<ul style="list-style-type: none"> <li>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.</li> <li>The Company has a clear cost breakdown and know the volumes required to achieve break even.</li> <li>The directors have reported financial returns using a number range of financial tools e.g. income statement, cash flow forecast, profit margins.</li> <li>There is reference to financial internal controls.</li> </ul>
10	<ul style="list-style-type: none"> <li>The sources of capital formation to start the YES Company are explained and the rate of return on investment is given.</li> <li>The Company knows the volume required to achieve break even.</li> <li>The directors have reported financial return.</li> </ul>
5	<ul style="list-style-type: none"> <li>The YES Company has discussed some aspects of finance.</li> </ul>

**The Pitch: 15**

15	<ul style="list-style-type: none"> <li>Main presenters were confident and professional in their delivery.</li> <li>Presenters outlined a clear and compelling business case.</li> <li>Aides were used extremely well to enhance the pitch.</li> </ul>
10	<ul style="list-style-type: none"> <li>Main presenters were mostly confident and professional in their delivery.</li> <li>Presenters outlined a clear business case.</li> <li>Aides were used well to enhance the pitch.</li> </ul>
5	<ul style="list-style-type: none"> <li>Presenters were at times confident and professional in their delivery.</li> <li>Presenters outlined their business case.</li> <li>Aides were used in the pitch.</li> </ul>

**Innovation: 25**

25	<ul style="list-style-type: none"> <li>The product/service <u>and</u> business model is a <u>new</u> idea in the market.</li> <li>The company has identified that there is scope to scale up and diversify.</li> </ul>
20	<ul style="list-style-type: none"> <li>The product/service <u>or</u> business model is a <u>new</u> idea in the market.</li> <li>Alternatively, the company has added significant value in multiple ways to an existing product/service.</li> </ul>
15	<ul style="list-style-type: none"> <li>The company has added significant value in one way to an existing product/service.</li> </ul>
10	<ul style="list-style-type: none"> <li>The company has demonstrated some added value to an existing product/service.</li> </ul>
5	<ul style="list-style-type: none"> <li>There is potential to add value to an existing product/service, but this has not been articulated.</li> </ul>