

# Dragons Den – Marking Criteria

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>