

Name of Contestant/Business

Relevance/Importance to Natural Outdoor Recreation Economic Development: Is the product or service described clearly? Is there a clear connection to Outdoor Recreation.

15%

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Viability of the Business Idea

Product or Service Description:

Is it clear what the product is, what it solves, and what sets it apart?

10%

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Competitive Analysis: Who are the competitors, how does this differ, and what gap is it filling?

5%

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Market Need/Customer Demand: What unmet need or market demand does the product or service address? Is the size of the market opportunity mentioned?

10%

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Impact on Other Regional Businesses: How will this business connect to or work with other local businesses?

10%

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Unique Value Proposition: What sets this apart from competitors, and why would a customer choose this over the competition?

10%

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Go-To-Market Strategy: How will the business launch the business idea? Is the timeline consistent with the contest timeline (all receipts to ORA by 10/30/26)?

10%

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Preliminary Budget: Are the associated costs and use of funds reasonable?

10%

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Execution Potential: Is there evidence that the applicant can move these ideas forward to fruition?

15%

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