

The aim of this project is to test your farm systems knowledge, your financial acumen and literacy, and your ability to utilize these skills to bring innovative ideas to market. The presentation adds to this by testing your ability to present this innovative idea in a way that will inspire others to want to be a part of it.

#### Written Report - 80 points available

25%	20	Display of financial acumen and knowledge
		Farm budgets and cashflows
		Innovative product/service budgets and cashflows
		General understanding and display of financial concepts

25%	20	Display an understanding of farm systems and how to maximise opportunity within given parameters
		Understanding and display of feed budgeting, crop rotations, etc
		Show how the farming systems they have chosen maximising their asset.
		Clearly explain how the innovative product/service complements these systems.

10%	8	Innovative Product/Service
		Assess the quality of the idea: Does it make money, does it solve a problem, does it serve the industry or the owners in another way?

10%	8	Feasibility of innovative product/service
		Is the product/service feasible? Could it be done?
		Is the assumed market size appropriate for the forecasted sales?

20%	16	Logistical feasibility of innovative product/service
		Are all costs associated with reaching market appropriately accounted for?
		Has the supply chain been investigated and is the proposed route to market feasible?

10%	8	Structure of report
		Structure, logical, concise, easy to follow. Grammar/spelling.
		Suitable supporting evidence(figures, graphs, data, analysis, reference) to back up assumptions, propositions, and statements.

#### Presentation - 40 points available

15%	6	Elevator Pitch
50%	3	Content
50%	3	Presentation

35%	14	Full Presentation
70%	9.8	Content
30%	4.2	Presentation

50%	20	Q&A
60%	12	Knowledge of product/service
40%	8	Ability to convert idea into an investment opportunity