

The Fish 2.0 Online Competition Scoring

The Fish 2.0 competition selects companies based on the scores they receive from our online investor and expert judges. Judges are globally based investors and business experts who read and evaluate what you have written in a password-protected, online portal. They only see the specific companies we assign to them, and are required to verify that there are no conflicts of interest. All judges remain anonymous to competition participants.

There are two scored parts in the online competition, and scoring is structured to encourage businesses to continuously improve their entries based on investor and advisor feedback and learning throughout the process.

PART 1

Part 1 is shorter than Part 2 and intended to allow you to get feedback on initial investment or partnership readiness before continuing in the competition. A minimum score of 20/40 is required with no scores of zero in any category

Category	Points
Business and Value Proposition	8 Points
Customer, Market and Competition	6 Points
Social and Environmental Impacts	8 Points
Team	6 Points
Motivation	6 Points
Opportunity for Investors or Strategic Partners	6 Points
TOTAL PART 1	40 Points

A minimum score of 20 is required to continue to the next stage, with no category scoring zero.

PART 2

Category	Points
The Business & Value Proposition	20 points
Customers, market, and competition	30 Points
Go-to-market and scaling strategy	30 Points
Social and Environmental Impacts	50 Points
The Team	25 Points
Company Financials	20 Points
The opportunity for investors or partners	15 Points
Responses to Part 1 feedback	10 points
Total Part 2 Score	200 Points

Your Total Score is based on the following formula. If your Part 2 score is significantly better than your Part 1 score, you have a chance for an upward adjustment.

$$\text{TOTAL} = \text{PART 2 SCORE} + \left[\begin{array}{l} \text{PART 1 SCORE or} \\ (\text{PART 2 SCORE}/200) * 40 \end{array} \right] \left. \vphantom{\left[\begin{array}{l} \text{PART 1 SCORE or} \\ (\text{PART 2 SCORE}/200) * 40 \end{array} \right]} \right\} \text{Whichever is greater}$$

TOTAL SCORE of 170 is required to be qualified as a Fish 2.0 Member

All companies scoring over 170 will be invited to join the Fish 2.0 network, events and online membership platform – allowing connections with a broad range of investors and business partners. The top scoring companies from each track will also be invited to pitch at events.

About the scoring system

To ensure fair and transparent scoring, Fish 2.0 uses the following system:

1. **FIXED CRITERIA:** All judges receive a detailed scoring framework indicating expectations for each score category. This is posted online for competitors and fully transparent.
2. **LEVEL PLAYING FIELD:** Scoring is RELATIVE to the stage of the company, so both start-ups and established companies can compete on equal footing. What is important is that you have an appropriate level of investment or partnership readiness, for YOUR STAGE of development.
3. **MULTIPLE VIEWPOINTS:** Each entry is judged by 3 or experts and investors - you receive the average of their scores, broken down by topic.
4. **NORMALIZED SCORES:** We automatically adjust each score with a "Judge Adjustment Factor" This is based on that judge's general variance from his/her peers' mean scores, on the specific companies he or she has scored. This factor adjusts for a 'harsh' or 'easy' judge and is independent of what companies they are randomly assigned.