

2025 ULI PropTech Innovation Challenge Score Card

Category	Questions	Scoring
Problem to be Solved	1. Has the team clearly articulated a significant pain point or problem?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Customer Definition	2. Has the team identified a clear target market and strong customer need to solve the problem? (Market needs & total addressable market,...)	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Solution	3. How well has the team articulated their unique value proposition (uniqueness) compared to the competition and their competitive advantage?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Business Model	4. Has the team identified who will pay for the solution and outlined a functional business model strategy?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Business Model	5. What is the team funding plan, and how realistic is it?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Risk Awareness	6. What are the potential risks and challenges that the startup may face, and how well-prepared is the team to handle them	0. Not Stated 1. Poorly 2. Fairly 3. Clearly
Team	7. The team demonstrated leadership skills? Did the team clearly and concisely communicate their pitch with logical flow?	0. Not Stated 1. Poorly 2. Fairly 3. Clearly