



TERM 2 – Hospitality School Competition

What the judges are looking for!

▶ **Photo submission**

- ▶ Photos should look clear, well-framed, and express your ideas. They can be your own photos or photos taken by others that inspire you.

▶ **Written OR Video submission**

- ▶ Introduce yourself and tell us where you are from. We want to hear why you'd like to start this business, what you'll call it (the catchier the better!). Remember to include what your actual business idea is, who you'll be serving, and the type of food being served.

▶ **Expression of theme**

- ▶ Make sure your theme is clearly articulated and matches consistently across all areas of your business.

▶ **Personal connection**

- ▶ We want to hear how and why your concept unique to the geographical area, if it tell a story, or if it's unique to you.

▶ **Visitor appeal**

- ▶ Why and how will your concept impress your visitors? What type of visitors will be impressed by your idea? How will you let them know about your business? Have they seen this idea before? Is it a new idea in their location?

▶ **WOW! factor**

- ▶ When ideas are exciting, can be clearly explained, sound fun, and make others feel excited and want to get involved, they have the WOW! Factor.

▶ **Level of detail**

- ▶ You've got the WOW! Factor, but you need to make it happen. Let us know in detail, exactly how your business will be a success.