

100 Points.
Four Ways to Win.

Every point is earned by doing the work. This page shows you exactly what judges look for — so you know before you submit. There are no surprises.

TOTAL

HOW THE 100 POINTS ARE SPLIT

25 pts	30 pts	25 pts	20 pts
Completion	The Idea	UAE Relevance	Family Journey

CATEGORY 1 — DID YOU DO EVERYTHING?

✓ Completion

25

POINTS

Judges check that every gate is submitted — org chart, problem statement, founder card, financial model, key facts page, and video pitch. Points are also awarded for the quality and effort visible across each document.

20-25

All gates done. Clear effort across every document.

12-19

Most gates done. Some sections incomplete.

0-11

Missing gates or significant gaps.

CATEGORY 2 — IS THE IDEA ANY GOOD?

💡 The Idea

30

POINTS

Judges look at whether the problem is real and clearly explained, whether the solution connects to it, and whether the child shows genuine understanding. Originality matters — but so does honest thinking.

24-30

Real problem, clear solution, strong personal understanding.

14-23

Good problem or solution — but not both equally strong.

0-13

Vague or generic — hard to picture the real problem.

CATEGORY 3 — DOES IT MATTER HERE?

AE UAE Relevance

25

POINTS

Judges ask: does this idea address something real in the UAE? It could be a community problem, a school challenge, a gap in services, or an ambition connected to the UAE's future. It doesn't need to be a national strategy — it needs to be rooted here.

20-25

Clearly rooted in UAE life. Feels locally specific.

12-19

Some UAE connection — but could apply anywhere.

0-11

No visible UAE context or relevance.

CATEGORY 4 — DID YOU BUILD THIS TOGETHER?

♥ Family Journey

20

POINTS

This category is unique to Family First. Judges look for evidence that the family worked together — not just that the child submitted a document. Share a short video, a photo, or a social post after each gate to earn these points. Updates can be posted to Instagram, WhatsApp, or emailed directly.

16-20

3+ updates shared. Genuine family involvement visible.

8-15

1-2 updates. Some evidence of working together.

0-7

No updates shared. Family involvement not evidenced.

How to earn your Family Journey points



After each gate, share a short update — a 30-second video, a photo of you working together, or a social post with the tag **#StartopiaFamilyFirst**. It doesn't need to be polished. It just needs to be real.

This scoring guide is shared openly — what judges look for, families know in advance.

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