

Scoring guidelines for Competitive Start Fund assessment

Assessment 1 (Scoring Team) - Eligible applicants will be scored out of 100 against the following criteria:

- Likelihood of developing into a HPSU [company with at least 10 employees and €1million revenue within 3 to 4 years] (20% of awarded marks)
- Product/Service & Market Opportunity (20% of awarded marks)
- Video – Business Model (20% of awarded marks)
- Product/Service Innovation (10% of awarded marks).
- Founders / Team (20% of awarded marks)
- Ability to deliver Key Commercial and Technical milestones over coming 12 months (10% of awarded marks)

Evaluation Criteria	Likelihood of developing into a HPSU (20%)	Video – Business Model (20%)	Product/Service Innovation (10%)	Founders / Team (20%)	Key commercial and technical milestones over the coming 12 months (10%)	Product/Service & Market Opportunity (20%)	Total (100%)
Maximum Score	20	20	10	20	10	20	100
Minimum Score	10	n/a	n/a	n/a	5	n/a	n/a

Where one or more companies has the same score, the following process will be used to determine the ranking of the applications:

- If one or more applications have the same total score, the application with the highest score under "Ability to deliver the Key Commercial and Technical milestones over the coming 12 months" will be considered.
- Where one or more applications under "Ability to deliver the Key Commercial and Technical milestones over the coming 12 months" are similar, then the application with the highest score under "**Product/Service & Market Opportunity**" will be considered.
- Where one or more applications under **Founders / Team** are similar, then the application with the highest score under "Company and Promoter(s) profile" will be considered.
- Please note if the applicant company is unlikely to ever achieve HPSU status then the application will not be progressed further.

Assessment 1 Guidelines

Likelihood of developing into a HPSU [company with at least 10 employees and €1million revenue within 3 to 4 years]

Developing into a HPSU (20%) Max Score = 20	
Scorers are asked to comment on the likelihood of this start-up developing into a HPSU [company with at least 10 employees and €1million revenue within 3 to 4 years] and score the project using the guidelines below:	
16-20	High – Strong likelihood – This is the kind of project that is likely to generate well in excess of 10 jobs in Ireland within the next 3-4 years if successful on the basis of significant added value in Ireland
10-15	Satisfactory – Reasonable likelihood of generating at least 10 jobs in Ireland within the next 3-4 years if successful on the basis of significant added value in Ireland
6-9	Do not progress - Low – This business is likely to find it challenging to secure 10 sustainable jobs in Ireland but has reasonable added value in Ireland.
1-5	Do not progress - Very Low – Little or no likelihood of developing into a HPSU – the kind of company that is likely to be a low employer in Ireland with low added value here

Product/Service & Market Opportunity

Product/Service & Market Opportunity (20%) Max Score = 20	
Scorers are asked to comment on the market opportunity for the product/service and score the project using the guidelines below:	
16-20	High – Value proposition clearly articulated. Scalable proposition matched by ambition of promoters. Strong market opportunity identified and comprehensive understanding of the competitive landscape.
11-15	Satisfactory – Value proposition articulated. Reasonable market opportunity identified and good understanding of the competitive landscape.
6-10	Low – Value proposition poorly articulated. Limited market opportunity identified and little understanding of the competitive landscape.
1-5	Very Low – Ill defined and poorly presented. Didn't address the question

Video – Business Model

Video – (20%) Max Score = 20	
Scorers are asked to comment on the company capability to execute the proposal and score the project using the guidelines below:	
16-20	<p>Good description of all of the following:</p> <ul style="list-style-type: none"> • Product / Service described simply and clearly • Described exactly what space they are in and what problem they are solving • Excellent description of value proposition / USP & Competitive Landscape • Articulated a robust route-to-market / sales & marketing strategy • Clearly articulated the core revenue / pricing model
11-15	<p>Some of the point below outlined clearly:</p> <ul style="list-style-type: none"> • Product / Service described simply and clearly • Described exactly what space they are in and what problem they are solving • Excellent description of value proposition / USP & Competitive Landscape • Articulated a robust route-to-market / sales & marketing strategy • Clearly articulated the core revenue / pricing model
6-10	<p>Few of the points below outlined clearly:</p> <ul style="list-style-type: none"> • Product / Service described simply and clearly • Described exactly what space they are in and what problem they are solving • Excellent description of value proposition / USP & Competitive Landscape • Articulated a robust route-to-market / sales & marketing strategy • Clearly articulated the core revenue / pricing model
1-5	<p>Points below ill defined:</p> <ul style="list-style-type: none"> • Product / Service described simply and clearly • Described exactly what space they are in and what problem they are solving • Excellent description of value proposition / USP & Competitive Landscape • Articulated a robust route-to-market / sales & marketing strategy • Clearly articulated the core revenue / pricing model

Product/Service Innovation

Innovation (10%) Max Score = 10	
Scorers are asked to comment on the level of innovation and feasibility of the plan and score the project using the guidelines below:	
10	High – Significant level of innovation, will give the company an edge in the market.
7-9	Satisfactory – Reasonably innovative, will allow the company to compete.
4-6	Low – Modest level of innovation, routine/defensive redesign, "me-too" product.
1-3	Very Low - Little or no innovation or incremental improvement.

Founders / Team

Founders / Team track record and domain knowledge: (20%) Max Score = 20	
Scorers are asked to comment on the extent to which the company is a world class company and on the level of performance it has achieved to date. Score the project using the guidelines below:	
16-20	Advanced –Track record of team is strong and strong domain knowledge. Company advisers are available to support the proposal. Promoters committed to deliver. Good mix of skills in the team. More than 1 person planned to be full time.
11-15	Strong – Track record good and reasonable domain knowledge. Commitment of the company advisers is uncertain. Overall commitment of the promoters is uncertain. Gaps exist in the team.
6-10	Average - Teams track record non-existent. Little domain knowledge demonstrated. Very little commitment from the promoters. Gaps exist in the team.
1-5	Basic – Ill-defined and poorly presented. Didn't address the question

Ability to deliver Key Commercial and Technical Milestones

The potential to ensure delivery of the product/service and/or to get the project to a key funding milestone over the coming 12 months (10%) Max Score = 10	
Scorers are asked to comment on the ability to deliver the Key Commercial and Technical milestones over the coming 12 months - score between 1 and 10 using the guidelines below:	
9-10	Very High –There is a well defined strategy and roadmap with very clear, achievable and measurable technical and commercial milestones.
6-8	High – There is a defined strategy and roadmap with clear, achievable and measurable technical and commercial milestones.
5	Satisfactory –There is an outline strategy and roadmap with technical and commercial milestones that are reasonably clear, achievable, and measurable.
2-4	Low - Some attempt made at addressing the question.
1	Very Low - Ill defined and poorly presented. Didn't address the question