

START-UP CHALLENGE 2022 – SUBSTANTIVE APPLICATION ASSESSMENT FORM

Name of the Start-up:

A) Verification of whether the start-up meets the criterion of innovation¹ – Re: Question No. 2 in the application:

- a) YES
- b) NO – rejection of the application and a statement of reasons:

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B) Substantive Application Assessment:

Criterion	Elements assessed as part of the criteria include:	The number of points awarded out of /the maximum number of points
1. Description of the start-up	<ul style="list-style-type: none"> a) interconnection between the concept and the problem (4.) and customers (6.) b) success and patents to date 	/10
2. Innovation	<ul style="list-style-type: none"> a) the ‘magnitude’ of innovation b) logic and precision in describing innovative areas² c) the impact of the innovative product/service on the start-up’s potential 	/8
3. Team	<ul style="list-style-type: none"> a) a set of competences of the team with respect to the nature of the project b) the strength of motivation of the team members 	/7
4. Problem	<ul style="list-style-type: none"> a) the significance/obviousness of the problem b) effectiveness of the solution (1.) with regard to the presented barriers to meeting the needs of the selected customer group (6.) c) credibility/appropriateness of drawing conclusions from the problem 	/8
5. Business model and communication	<ul style="list-style-type: none"> a) the efficiency of the areas intended to be profit generators b) scalability c) business model consistency d) communication channels and consistency of the forms of promotion with the problem, product and customer group 	/6
6. Market environment (the market, customers and competition)	<ul style="list-style-type: none"> a) precision in market description b) precision in describing the customer group c) knowledge of customer preference d) awareness of competition e) product/service differentiation against the backdrop of the competition f) the significance of the competitive advantage of the product/service being developed over its competitors 	/9
7. Business partners	<ul style="list-style-type: none"> a) adequacy of the answers for the resource/competence gaps (if applicable) (3.) b) cogency of appropriate arguments 	/2

¹ In accordance with the definition of innovation specified in Article 1, paragraph 10 of the Competition Terms and Conditions: **Innovation** shall be understood as ‘implementation of a new or significantly enhanced product (or service), process, new marketing method or new organisational method in economic practice, workplace organisation or relations with the surroundings’.

² In the application, we asked you about the type of innovation (product, process – technological, organisational or marketing innovation) that your project introduces.

THE SUM OF POINTS AWARDED:		/50
SUMMARY OF THE ASSESSMENT AND THE EXPERT'S COMMENTS		

Signature of the Expert assessing the application: Date: