

Idea – Validation Stage

Evaluation criteria

You have a start-up idea, with a tested prototype and are validating it with a target market and plan.
 Your application will be reviewed according to this criteria.

Topic	Weight	Requirements	Comments
Problem and solution	10%	Understanding of problem Material symptoms versus systemic causes Solution alignment	Does the entrepreneur demonstrate a deep understanding of the problem and its systemic causes? Does the entrepreneur focus on addressing systemic causes rather than just the material symptoms of the problem?
Business description and model	20%	Business model Business idea Revenue streams and funding Cost structure	Does the entrepreneur provide a concise and compelling summary of the business idea, market analysis, model, team and objectives? Are the main revenue streams, operating costs and funding sources clearly outlined, and are they sustainable?
Target group and beneficiaries	15%	Identification of target group Beneficiaries reach	Has the entrepreneur clearly identified the target group and community related to the solution (including client, users, beneficiaries etc.)? How many direct and indirect beneficiaries has the solution reached or is anticipated to reach?
Sustainability	10%	Sustainability integration Relevance to SDG	Is the chosen Sustainable Development Goal (SDG) relevant to the solution and clearly linked? How does the entrepreneur personally connect with this SDG? How is sustainability integrated into the implementation plan?
Impact and scalability	15%	Impact scaling Milestones and growth Potential Replication potential	How does the solution aim to scale in terms of reach, policy change and mindset transformation? What milestones does the entrepreneur hope to reach and what is the growth potential of the solution? Is there a plan for replicating the solution and have any potential obstacles to replication been identified?

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Entrepreneur profile and team	20%	<ul style="list-style-type: none"> Team qualifications Involvement and experience Innovation and problem-solving 	<ul style="list-style-type: none"> Does the entrepreneur show passion and understanding about the problem, as well as resilience and perseverance? Does the entrepreneur understand her role as an agent of change and does she have a long-term vision to solve the problem? Do the entrepreneur and her team believe they are uniquely qualified to tackle the identified problem?
Competitor analysis	10%	<ul style="list-style-type: none"> Positioning and competitive advantage 	<ul style="list-style-type: none"> How does the start-up position itself against its main direct and indirect competitors? What are its competitive advantages or unique selling propositions?

Launch – Growth Stage

Evaluation criteria

You have a start-up that's been operating under three years, with less than US\$1 million in revenue.
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Competitor analysis	5%	Positioning and competitive advantage	How does the start-up position itself against its main direct and indirect competitors? What are its competitive advantages or unique selling propositions?
Implementation plan	5%	Operation plan	Does the entrepreneur outline the operational plan of the start-up, detailing necessary human, technical and financial resources, as well as anticipated risks and contingencies?
Financial overview	5%	Projected financials	Are the projected financial statements of the start-up – including balance sheet, profit and loss statement, and cash flow – presented clearly? Are the financial assumptions and possible scenarios provided?
Ventures and KPIs	10%	Ventures and partnerships Key performance indicators	Does the entrepreneur demonstrate potential collaborations, partnerships or ventures that could enhance the reach of the start-up, as well as capabilities or market presence? Are relevant KPIs identified and linked to the start-up's objectives? Do they provide a measurable way to evaluate progress and success?