

**TAKEOFF Seed Fund Award**  
**JUDGING SCORECARD – WRITTEN APPLICATION**

<b>Name of Lead Applicant:</b>						
<b>Name of Project/Venture:</b>						
<b>Rating system: 5 = excellent, 4 = very good, 3 = good, 2 = fair, 1 = poor</b>						
<b>1. Market Opportunity (10%)</b>	5	4	3	2	1	0
<p>There is a clear description of the problem/solution/benefit being addressed.            The proposed solution/technology is well described and appears to adequately address this problem/solution/benefit.            The market opportunity identified shows high potential (a high positive social impact could be as important as a large commercial potential).</p>						
<b>2. Customers &amp; Users (10%)</b>	5	4	3	2	1	0
<p>The target customers/technology beneficiaries are well defined.            Plans for customer acquisition are in place and realistic.            Benefits to potential customers/users/beneficiaries are clear and significant.</p>						
<b>3. Competition (10%)</b>	5	4	3	2	1	0
<p>Competitors and competing solutions/technologies have been adequately identified.            Solution/technology offers significant benefits over competition.</p>						
<b>4. Resources and Revenue (10%)</b>	5	4	3	2	1	0
<p>The principal resources required going forward have been identified.            Clear and realistic plans are in place to obtain these resources.            The bases for revenue generation are clearly described and credible.</p>						
<b>5. Team (20%)</b>	5	4	3	2	1	0
<p>The team has the technical knowledge to undertake the plan.            The team (and its advisers, partners, etc) has the experience to carry out the plan.            If the current team has any functional gaps there are plans in place to fill those gaps.            The team is capable of communicating its plan clearly and convincingly.</p>						
<b>6. Intellectual Property (5%)</b>	5	4	3	2	1	0
<p>The team understands how to protect current and future know-how and other intellectual property as required.            The team owns or has the rights to commercialise the proposed solution/technology.</p>						
<b>7. Risks and Contingency Plan (5%)</b>	5	4	3	2	1	0
<p>Any major risks (legal, technological, commercial, etc.) that are foreseen have been identified.            Contingency plans have been devised to mitigate them.</p>						
<b>8. Proposed Plan/Budget to be Funded (20%)</b>	5	4	3	2	1	0
<p>The plan for use of funds is clearly presented and the timescale and milestones for measuring success at different stages of implementation are clear and credible.            The proposed plan will result in a meaningful step-change in relation to the overall development plan.            The funds requested through this award are justified.</p>						
<b>9. Written Presentation (10%)</b>	5	4	3	2	1	0
<p>Clear, interesting and compelling. No basic errors. Stuck to word count.</p>						

**Areas of Strength:**

**Areas for Potential Improvement:**

**Additional Comments:**