

**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.</p> <p>The proposed solution/technology is well described and appears to adequately address this problem/solution/benefit.</p> <p>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.</p> <p>Plans for customer acquisition are in place and realistic.</p> <p>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.</p> <p>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.</p> <p>Clear and realistic plans are in place to obtain these resources.</p> <p>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.</p> <p>The team (and its advisers, partners, etc) has the experience to carry out the plan.</p> <p>If the current team has any functional gaps there are plans in place to fill those gaps.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>The proposed plan will result in a meaningful step-change in relation to the overall development plan.</p> <p>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:**