

# Entrepreneur Application Form:

## How your application will be evaluated

### What are the evaluation criteria?

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To be eligible, your **innovation has to be an eco-innovation**, i.e. clearly demonstrating its contribution towards a more sustainable Europe. The contribution can be to the environmental dimension of sustainability (such as more efficient use of resources or reduced environmental impact), to its social dimension (such as benefiting weaker societal groups) or to its economic dimension (such as related to Corporate Social Responsibility).

The INNEON evaluation criteria cover six dimensions:

- A. **Distinctive features of the eco-innovation:** how does your venture compare with state-of-the-art and available commercial solutions? Are the benefits –environmental, social, and economic- clearly identified and assessed?
- B. **IPR & regulation:** how have you designed your strategy for knowledge protection? How have you accounted for the potential regulatory aspects as either barriers or drivers for your innovation?
- C. **Market and end users:** how do you demonstrate that there is or will be a real demand for your innovation? How have you pictured your customers, their needs, and their willingness to pay for your eco-innovation? Have you performed a market analysis or how will you achieve this?
- D. **Commercialisation plan:** how is this innovation in line with your overall corporate strategy? Can you show that the venture planning and budget appear plausible? What are the underlying reasons of your risk management plan?
- E. **Resources:** how does your team profile meet the complementary skills and experience required to conduct this project? How do you plan to acquire missing competences? Does your project have the relevant resources (personal, networks, financial resources) to develop the targeted activities?
- F. **Overall impression:** this “lean back” criteria is for the evaluator to adopt the investor’s perspective: do the evaluators feel that your venture is a potential winner? And can we help you achieve a real step forward in coaching your team?



This Project has received funding  
from the European Union



## **Who evaluates your application?**

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Your application is assessed by two experts from the INNEON consortium representing two different organisations and appointed according to their background and expertise. The two evaluators are usually chosen to come from two different European countries in order to shed light on the international potential of your venture.

## **When will you know whether you are selected for coaching?**

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You will be informed within four weeks after submitting your application whether it is selected for coaching. The lead evaluator will send you the evaluation report by email. In case you are not selected, the evaluation report will explain the main reasons based on the above-mentioned criteria and provide routes for improvements. In case you are selected, the coach will contact you to design a customised coaching process for and with you and your team.