

Interreg



EUROPEAN UNION

North-West Europe

BioBase4SME

European Regional Development Fund

Evaluation criteria for attending the Innovation Biocamps

Evaluation Criteria	
<p>What is the key innovation that you company offers?</p> <p>5 = Product or service is potentially disruptive and could create new value chains within 5-10 years</p> <p>4 = Product or service provides a novel approach to a technological or supply/value chain challenge</p> <p>3 = Product or service is clearly differentiated from existing solutions and could compete with them</p> <p>2 = Product or service is based on an existing solution but has some distinctive features</p> <p>1 = Product or service is similar to existing and has no distinctive qualities</p>	20%
<p>Who will buy your product or service and why?</p> <p>5 = well referenced evidence of market demand for innovation, specific (potential) customers identified, clear rationale supported by evidence for why businesses or consumers would buy the product or service, eg price, quality, sustainability</p> <p>4 = Evidence of market demand for innovation, some specific customers identified, rationale for why these businesses or consumers would buy the product or service.</p>	20%

<p>3 = Some evidence of market demand, customer sectors identified, rationale for why these sectors might purchase the product or service</p> <p>2 = Speculation on market demand and customer sectors unsupported by evidence; rationale for why these customers would buy the product or service unclear</p> <p>1 = no evidence of business or customer need</p>	
<p>What is the value of the market which your innovation addresses?</p> <p>5 = well referenced evidence for significant market in growing field of endeavour with high margins and a sustainable future. Immediate (potential) markets with wide range of future growth opportunities both within the EU and internationally. Evidence that the company can play a key role in both existing and new value chains. 3 pillars of sustainability addressed.</p> <p>4 = evidence for significant market in growing field of endeavour with high margins and a sustainable future. Existing (potential) markets both within the EU and internationally. The company can address existing value chains. 3 pillars of sustainability addressed.</p> <p>3 = Evidence for niche market in a sustainable value chain exhibiting steady growth and absorptive capacity for innovation. 3 pillars of sustainability addressed.</p> <p>2 = Market is niche and/or volatile but has limited absorptive capacity for innovation offered by the company</p> <p>1 = Market addressed is mature with small margins and established players who are unlikely to be receptive to innovation.</p>	20%
<p>What is your vision for your company in one and five years from now?</p> <p>5 = The company has a vision for the future and its plans for growth are realistic, ambitious and clearly defined. It could have a significant economic, social or environmental impact within 5-10 years</p> <p>4 = The company's plans for growth are realistic and ambitious; the pathway to growth is being defined and could have significant economic, social or environmental impact within 5-10 years</p> <p>3 = The company plans steady growth and provides evidence that this will be sustainable. It could have some economic, social or environmental impact within 5-10 years</p> <p>2 = The company is ambitious in its growth plans but gives little detail on how the growth plans will be achieved.</p>	20%

1 = The company has no plans for growth	
<p>What do you hope to gain from attending the Innovation Biocamp?</p> <p>5 = Clear exposition of motivation for participating in Biocamp; anticipated impact of the training on the company's future growth significant; requests for specific mentorship or training.</p> <p>4 = Clear exposition of motivation for participating in Biocamp; some impact anticipated on company's future growth.</p> <p>3 = Explanation of personal reasons for participating in Biocamp with reference to benefits for the company</p> <p>2 = Motivation for participation unclear and/or anticipated impact on the company insignificant</p> <p>1 = No clear reason for participation</p>	20%