



Main criteria	A) The business project	Global rating	B) Its International dimension	Global rating
1. Innovation & added value (20 points)	<ul style="list-style-type: none"> - Is there a need (a big problem) well identified? - Is the value proposition to answer this need clear? - Can the proposed solution remain unique? - Are competitors well identified and positioned? 		<ul style="list-style-type: none"> - How can the proposed innovation take an international dimension? - Is there a clear request for technological and strategic partnerships? 	
2. Business opportunity & impact (20 points)	<ul style="list-style-type: none"> - Are the targeted niche markets well defined? - Who are the existing customers? - Is there a clear business model? 		<ul style="list-style-type: none"> - Are the market drivers clearly identified? - Did the company identify prospects and potential Euro-Med customers? - Does the company have an international sales & distribution strategy? 	
3. Team (20 points)	<ul style="list-style-type: none"> - What are the key skills and achievements of the key founders? - Is there a solid, potential dream team? - Who are the company today's main strategic partners? 		<ul style="list-style-type: none"> - Did the company identified the required skills and profiles to go international? - Did the company identify its tomorrow's strategic partners? 	
4. Organisation & execution (20 points)	<ul style="list-style-type: none"> - Is there a proposed roll out plan of the business project? - Is there a clear willingness to work with international investors? 		<ul style="list-style-type: none"> - Is the proposed international development well outlined? - Are required international support services well defined? (i.e coaching, business development support...) 	
5. Essence and Impact (20 points)	<ul style="list-style-type: none"> - Is the essence and energy of the business project well presented and summarised? - What is the proposed 3-year impact in the startup's country (and specifically in terms of job creation)? 		<ul style="list-style-type: none"> - Does the project boast an international dimension? - Does the company plan to set up and develop activities abroad? 	