



## 2015 - 2016 FLoW Judging Criteria - Ready to Commercialize

**Guide to Scoring**

Score each of 8 categories on a scale of 1 - 10, with 1-3 being Below Expectations, 4-6 Promising but Needs Work, and 7-10 Ready to Commercialize. Listed below are points to take into consideration in marking. Please provide a few sentences of feedback that will help the team improve.

**Name of Judge:**

**Name of Team:**

**Total Score:**

Product Market Fit	Score	Comments
How well does the team understand the initial buyers and their buying criteria?		
How well substantiated by interaction with potential customers is the target product/market?		
Product/Technology Innovation and Validation	Score	Comments
How innovative is the technology. What is its potential for transforming an industry sector?		
Has the technology and the product been proven?		
Has the potential product been validated by credible third parties?		
Business Model	Score	Comments
How clearly understood and articulated is the business model?		
How viable is the business model?		
Markets and Path to Commercialization	Score	Comments
Is the sequence of target markets and the path to them clear and does it support company growth?		
Does the cumulative size of the target markets represent an attractive opportunity that supports the funding strategy?		

<b>Finances and Financing Strategy</b>	<b>Score</b>	<b>Comments</b>
Does the team understand how much funding they will need, where to get it and does the strategy make sense?		
How credible are the revenue and cost projections?		
<b>Team</b>	<b>Score</b>	<b>Comments</b>
Is the current team credible with relevant skills and appropriate connections for the potential product and prospective markets?		
Are the team skill gaps recognized and is there a credible plan to fill the gaps in order to reach critical milestones?		
How much does the team show passion and a willingness to work together?		
Presentation Skills: shows storytelling, confidence, responsiveness and pivoting to questioning		
<b>Legal - IP and Corporate</b>	<b>Score</b>	<b>Comments</b>
Is the IP clearly owned or licensed by the team and is it defensible? Do they have a strategy to develop, defend and monetize their IP?		
If incorporated: is the corporate structure and capitalization appropriate to the business? Are the team's plans appropriate to the business?		
<b>EERE Mission</b>	<b>Score</b>	<b>Comments</b>
How well does the team describe and quantify the impact on the EERE's mission: economic growth and reducing dependence on foreign oil.		
How well does the team describe and quantify the impact on the environment and the increased use of renewable resources: increased efficiency, improving transmission, increasing clean energy generation, reducing greenhouse gases		
<b>Total</b>		

\* Adapted from the Cleantech Open, 2014