



## 2015 - 2016 FLoW Judging Criteria – Transformational Idea Award

### Guide to Scoring

Score each of 8 categories on a scale of 1-5, with 1 being Below Expectations, 3 Promising but Needs Work, and 5 Ready to Commercialize. Listed below are points to take into consideration. Please provide 1 or 2 sentences of feedback that will help the team improve.

Name of Judge:	Name of Team:	Total Score:
<b>Product Market Fit</b>		
How well does the innovator understand about where the potential product fits into the current marketplace?	<b>Score</b>	<b>Comments</b>
Has the innovator interacted with any customers in meaningful ways?		
<b>Product/Technology Innovation and Validation</b>		
How innovative is the technology. What is its potential for transforming an industry sector?	<b>Score</b>	<b>Comments</b>
Is the technology proven? What is the current status of development: e.g. proof of principle, prototype? Lab scale production?		
Has the potential product been validated by credible third parties?		
<b>Business Model</b>		
How clearly understood and articulated is the potential business concept?	<b>Score</b>	<b>Comments</b>
How viable is the potential business, based on the innovation?		
<b>Market(s) and Path to Commercialization</b>		
Does the cumulative size of the target markets represent an attractive opportunity that supports the funding strategy?	<b>Score</b>	<b>Comments</b>
Does the innovator have a solid understanding of where the potential product may fit in the value chain?		

<b>Finances and Financing Strategy</b>	<b>Score</b>	<b>Comments</b>
Does the innovator have a plan for obtaining further finance that is credible?		
Does the innovator understand how much funding will be needed to get to prototype and beyond?		
<b>Team</b>	<b>Score</b>	<b>Comments</b>
Is the current innovator credible with relevant skills to further develop the technology to prototype?		
How much does the innovator show commitment to further developing the technology into a product and becoming an entrepreneur?		
Presentation skills: Storytelling confidence, responsiveness and pivoting to questioning, passion		
<b>Legal - IP and Corporate</b>	<b>Score</b>	<b>Comments</b>
Is the IP clearly owned or licensed by the innovator and is it defensible?		
Does the innovator have a credible plan to secure IP?		
<b>EERE Mission</b>	<b>Score</b>	<b>Comments</b>
How well does the innovator describe and quantify the impact on the EERE's mission: economic growth and reducing dependence on foreign oil.		
How well does the innovator describe and quantify the impact on the environment and the increased use of renewable resources: energy efficiency, improving transmission, increasing clean energy generation, reducing greenhouse gases		
<b>Total</b>		