

## GRADING INSTRUCTIONS

- The main document you should grade is the written application sent in by each company. Note that some of the applications include additional materials (e.g. an illustrative image or supporting PDF or video). These should be viewed as part of the formal application.
- This year we ask you to not put any weight on the question concerning “Application Areas”. We noticed that this question wasn’t understood by a large share of applicants and hence it should not be graded.
- If you would like to contact a specific company, please contact us and we will facilitate the connection. Tracking your interest is how we know we are fulfilling our mission.
- If you have invested in an applicant that you are to judge, you are not to grade that company. Please send us a message informing us of the latter.
- If you represent a public agency that has granted/invested in an applicant, you may grade that application if you yourself feel that it is appropriate. The reason being is that we are aware that some of you have granted funds to several companies and therefore it would make the judging situation very difficult.
- Cleantech Scandinavia will compile all received grades into the final Top 25 company list. As such we reserve the right to contact you as a jury member for potential follow up questions and/or clarifications.
- In the process of determining the ultimate winner and runner-ups of the Nordic Cleantech Open, the applicants that move on to the Top 25 and beyond will be further evaluated during the Nordic Camp and Cleantech Capital Day pitches.

## GRADING CRITERIA OR “SCORECARD”

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You should grade each application based on 3 grading criteria (Innovation, The Market and Ability to Execute) on a scale of 1-6, where **6 represents the highest grade**. Below you will find each grading criteria accompanied by a list of characteristics that may be of guidance when grading.

### **CRITERIA 1 – Innovation**

Business Idea, Business Model, Problem Solving Ability, Uniqueness and Environmental Benefits

Suggested List of Grading Characteristics

1. Not a very good idea because of one or several of these reasons; not a new idea, innovation without business viability, no environmental benefits.

2. Questionable idea because of one or several of these reasons; not a very unique idea, innovation with limited business viability, small environmental benefits.
3. Below average idea because of one or several of these reasons; maybe a not so unique idea, innovation without a large business viability, environmental benefits that are not great.
4. Above average idea because of one or several of these reasons; kind of a unique idea, innovation with good business viability, environmental benefits.
5. Good idea because of one or several of these reasons; unique idea, innovation with great business viability, large environmental benefits.
6. Very good idea because of one or several of these reasons; unique idea, innovation with excellent business viability, very large environmental benefits.

## **CRITERIA 2 – The Market**

Accessibility, Size and Growth Dynamics

Suggested List of Grading Characteristics

1. The market does not seem to be very large or is inaccessible.
2. The size and accessibility of the market is questionable.
3. There is a market, and it is accessible, but it is not very large.
4. There is a reasonable market opportunity for this product/service.
5. There is quite a good market for this product/service.
6. There is a very good, maybe also growing, market for this product/service.

## **CRITERIA 3 – The Ability to Execute**

Finances, Team Competences, Connections and Network

Suggested List of Grading Characteristics

1. The finances, team competences, connections and/or networks this company holds are not good.
2. There are some weaknesses in the finances, team competences, connections and/or networks in this company.
3. The finances, team competences, connections and/or networks this company holds are OK but could be better.
4. The finances, team competences, connections and/or networks this company holds are OK.
5. The finances, team competences, connections and/or networks this company holds looks promising.

6. The finances, team competences, connections and/or networks this company holds seem to be excellent.

## WRITTEN FEEDBACK

Aside from the three grading criteria stated above, take the time to write some individual feedback for each company based on their application.

We know from experience that the written feedback from the jury is highly valued and most appreciated by the companies. This is especially true for the applicants that will not move beyond the initial application process to the Top 25 etc.

All feedback provided will be delivered to the companies anonymously and will be compiled by Cleantech Scandinavia.

- Please aim to be as positive and concrete as you can even when urging the companies to alter/develop their product/idea etc. further.
- Feel free to formulate questions to the applicant for consideration.
- Also feel free to provide suggestions for further connections that may be useful to contact in order to develop the company further.

## QUESTIONS?

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Please, do not hesitate to write or just call. We are here for you!

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