



What are the evaluation criteria in the interview?



The specific comments included in the ESR reply to the following questions:

- **Implementation**

- **The team:** Does the team have the capability and motivation to implement the innovation proposal and bring it to the market?
- **Leveraging of investment:** Is the company facing major difficulties in leveraging sufficient investment from the market due to the risk profile or market-gap?

- **Impact**

- **Commercial strategy:** Are the business model and commercialization
- **Potential to scale up and associated financial needs:** does the innovation have the potential to scale up the applicant's company? Are the associated financial needs well assessed and realistic?

- **Excellence**

- **The feasibility of the idea:** Does the innovation – through its degree of novelty or disruptiveness – have the potential to create a new market or significant impact in existing ones? Is the timing right for this innovation (i.e. feasibility, market readiness)?