

Scoring legend for each selection criteria

Criteria	Explanation	3	2
		Team	What is the quality of the management team?
IP	What is the strength of the IP assets?	Strong registered IP assets and clear IP strategy	IP assets under application
Competitive position	Does the product have a clear USP (e.g. Patented technology, strategic partnerships, existing customers, first-mover, network)?	USP is clear, sustainable and protectable	Clear USP but limited sustainability
Product Status	What is the product development status?	Commercialised product	Proven, developed product
Business model	Is there a clear business model?	Clear, proven business model	Business model is being rolled-out
Market potential	What is the market potential?	Large globally accessible markets / multiple applications	>1 Geographical area or market segment
Financial situation of the company	What is the financial stability of the company?	Profitable company	Strong financial support, heading towards profitability
Commitment to programme	Is the company open and supportive of assistance?	Team are hungry for support and willing to commit necessary resource	Team are open to support but limited resource commitment
Programme impact	How much difference will Hatch's support make?	Could revolutionise the company and its business	Will enable the company to go to the next level

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Scoring		
1	0	Blank
Team in place but inexperienced or significant gaps	Dedicated team is not in place	Not enough information available to give a score
IP assets under development	No clear IP assets or IP strategy	
Some advantages but competing offerings	No clear USP	
Product is tested but unproven in the field	Product is still under development	
Clear business model but unproven	Business model under development	
Limited applications but significant size	Niche or single market applications	
>6 months runway	<6 months runway	
Individual champion but some scepticism on need for help	No clear champion or desire for support	
Builds on current activities	Limited impact on success of the company	

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