**CRITERIA TO BE EVALUATED AND EVALUATING PROJECT PROPOSAL FOR PROOF OF CONCEPT**

"Proof-of-Concept" means the process of maturing research-based inventions and documentation of the technological and commercial potential of the inventions up to a stage where it is possible to attract private market investors. "

The following criteria are a gross list. There will be individual differences between the project proposals received by the Proof of Concept Board and not all criteria will be relevant to a given project proposal. The Proof of Concept Board will therefore make an individual weighting of the criteria on a case by case basis.

**The Market - Commercialization strategy**

The project proposal must contain a clear commercialization strategy. Including

* The path of technology to the end customer is described, including the need for further development and maturing in spin-out business (if relevant)
* The technology should be described as a need for a final subject
* The needs of specific end customers are understood

Potential customers, including investors, have been identified:

* Dialogue has begun
* The customer's current needs coverage situation is described
* Current solutions / competitors are uncovered

An assessment of the value of covering the need - what is the invention worth for the customer

* The value creation must be verified and valued in relation to the customer

Interest expressions from specific customers, including innovation environments and other investors, are a clear advantage

**The strength and status of the patent**

* Patent application must as a rule be submitted. For the sake of patentability, the inventions should be associated with an NDA.
* The project proposal must indicate how far the patent application is in the process, priority year, international phase or national submission
* Relevant results of ISRWO and the like. should be stated in the project proposal
* The invention must not be based solely on theoretical assumptions / calculations
* Is the invention free of known background? And is it independent of other IP?

**Description of technology**

The technical idea must be well-written and theoretically / empirically verified including:

* The project proposal contains a status of the already obtained data supporting "claims" in the patent application
* Risks and gaps for implementation in product must be understood
* It appears that there is a reduction of risks and implementation gaps when implementing the Proof of Concept project

It should be stated how far

* The technical idea has been tested for function
* The technical idea has been tested for value creation

**Building project plan and budget**

The project proposal must contain milestones for technical and commercial development in the project

* The project must have a developmental / market-oriented focus that helps to make the invention ready for commercial use
* The project proposal is likely to make the funds requested
* necessary to complete the Proof-of-Concept
* are sufficient, measured as total investment in Proof-of-Concept, or are sufficient along with any other contributions, e.g. from interested customers

**People / Inventors**

* How is project management composed?
* Has the research group / inventors previously submitted and commercialized inventions?
* Does the group have support from their institute?