

EVALUATION CRITERIA

Eligible applications will be evaluated against the following criteria,

- Application aligns with the IVP objectives and the applicant MSMEs/Start-ups' capacity for implementing and sustaining the results and findings.
- **Need:** a description of the problem the MSME/Cluster/Start-up would like to, solve. The problem should be very practical in nature, in the sense that MSME/Start-up/applicant identify the idea / innovation addresses a need / market issue and a market gap.
- **Level of Impact:** whether the idea pitched will bring in tangible/transformational change in the proposed sector of innovation.
- Additional points if the innovation is going to benefit a cluster of industries of one particular sector.
- **Potential and Capacity:** that the applicant has the capability and capacity to use the Knowledge Partner service outcomes to advance their idea/innovation.
- **Competitive Advantage:** the proposed idea/innovation has a competitive advantage in their market (i.e. through differentiation - cost benefits, product features, delivery and any other unique features).
- **Collaboration:** the need for Knowledge Partner service and How the collaboration with the chosen Knowledge Partner would meet this need.
- **Financial Viability:** the applicant will be viable as a distinct operating entity and continue to achieve its operating objectives and fulfil its goals for a period of one year from the commencement of IVP funding.