

Criteria	Grading scale	Application form question	Points allocated to Yes/No answers
Economic viability	The entrepreneur explicitly describes and justifies why the value proposition of the product/service is unique and how it provides an added value compared to the current market/technology solution	1	Yes= 15 No= 0
	Potential customers segments are described at least by two of these criteria: educational background, socioeconomic status, age, sex, geographical aspects, attitude towards environment etc.	2	Yes= 10 No= 0
Environmental Value	The business idea directly solves an environmental challenge (water/land/air pollution, CO2 emissions, waste management, soil degradation, deforestation, toxic chemical products, threats on biodiversity, etc.).	3	Yes= 15 No= 0
	The business idea contributes to the conservation or the restoration of the quality of ecosystems.	3	Yes= 10 No= 0
	The business idea encourages the adoption of more sustainable ways of living and a change in consumption habits.	3	Yes= 10 No= 0
Social Value	The entrepreneurs clearly justify that the business is directly solving a social problem (such as unemployment, lack of access to health services, inclusion of people in risk of social exclusion, lack of education, lack of preservation of cultural heritage and traditional knowledge, etc.).	4	Yes= 15 No= 0



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Entrepreneurial and professional background	The entrepreneur has previously been involved in the creation of a business.	5	Yes= 5 No= 0
	The entrepreneur has professional experience related to the green business idea.	6	Yes= 5 No= 0
	Other people are involved in the development of the green business idea	7	Yes= 5 No= 0
Education	The entrepreneur's educational level is: Bachelor or equivalent	8	Yes= 10
	The entrepreneur's educational level is: Upper secondary education / Primary education	8	Yes = 0
Maximum Total Points = 100			