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Criteria	Evaluation question	Application form question	Criteria points (out of 100)	Weight of the question (% of Criteria points)	Points allocated to Yes/No answers
Business Model	Clear value proposition: can you understand what the business is offering/solving/providing without any help from the other blocks?	4	25,00	35%	Yes= 8,75 No= 0
	<p>Meaningful objectives: do the objectives satisfy all the following requirements?</p> <p>a. They are clearly expressed and detailed.</p> <p>b. They are connected with the value proposition</p> <p>c. They include at least one environmental objective.</p>	1		30%	Yes= 7,50 No= 0
	Customer segmentation: Are they clearly defined and/or segmented by some criteria such as educational background, social class, age, gender, geographical aspects, language, religion, attitude towards environment...?	5		20%	Yes= 5,00 No= 0



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	<p>Anything else missing? Green business model quality: read the remaining questions related with the green business model [questions 1 to 10). Have you identified some relevant limitations in the business model, not previously mentioned? Is there something wrong?</p> <p><i>For example, it would be wrong if (not exhaustive list):</i></p> <ul style="list-style-type: none"> - <i>There is no relationship between the costs and the key activities and resources (e.g. key resources include high-tech expensive machinery but it is not included in the costs).</i> - <i>You perceive that nobody would pay for such value proposition.</i> - <i>Channels described to deliver the value proposition are not reaching the proper target (e.g. product is sold online to elderly people affected by digital divide or remote rural areas with no internet access).</i> - <i>Lack of stakeholders identification for a project that involves communities or platforms.</i> 	2-3-6-7-8-9-10		15%	Yes= 0 No= 3,75
<p>Environmenta l value</p>	<p>Solving environmental challenges: Does the entrepreneur clearly justify that the business is directly solving an environmental challenge? Directly means that is not only raising awareness but also solving some specific environmental problem, such as: water contamination, soil degradation, energy poverty, deforestation, waste management, desertification, etc. This justification should be found within the Environmental value question/block (11) or, if not, within the mission (2), objectives (1) and/or the value proposition (4) blocks/questions.</p>	11-1-2-4	25,00	50%	Yes= 12,50 No= 0



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	<p>Minimizing negative environmental impacts (eco-design): Does the entrepreneur justify that the project minimizes the potential damage to the environment? A way to reduce this damage is by applying eco-design strategies to the project, such as reducing energy consumption and waste generation or increasing the duration of a product. Other examples are the implementation of a more sustainable processes, materials or technologies, or a more sustainable product or service). This justification should be found within the Environmental value question/block (11) or, if not, in the Key activities and resources question/block (8).</p>	11-8		30%	Yes= 7,50 No= 0
	<p>Environmental benefits by numbers: Does the entrepreneur provide quantitative figures to justify the environmental benefits of the project (e.g. reduction of greenhouse gas emissions by 1000 tons/year, increase of energy efficiency by 10%, elimination of 50% of the generated waste, 50.000 Litres of water savings, etc.)? These figures should be found within the Environmental value question/block (11) or, if not, within the mission (2), the objectives (1), the value proposition (4) or the key activities and resources (8) questions/block.</p>	11-1-2-4-8		20%	Yes= 5,00 No= 0



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Social value	Solving social challenges: Does the entrepreneur 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 and awareness raising, isolation of elderly people, theft and crime problems, lack of preservation of cultural heritage and traditional knowledge...)? This justification should be found within the Social value question/block (12) or, if not, within the mission (2), objectives (1) and/or the value proposition (4).	12-1-2-4	12,50	64%	Yes= 8,00 No= 0
	Social benefits by numbers: Does the entrepreneur provide quantitative figures to justify the social benefits of the project (e.g. creation of 20 new jobs, education campaign delivered to 400 children, health treatment for 1000 women per year, inclusion of 50 people in risk of social exclusion within the project, etc.)? These figures should be found within the Social value question/block (12) or, if not, with the mission (2), the objectives (1) and/or the value proposition (4) blocks/questions.	12-1-2-4		36%	Yes= 4,50 No= 0
Economic feasibility	Economic soundness: The information provided by the entrepreneur in the Economy feasibility question/block (13) is enough to foresee the economic soundness of the project? The entrepreneur could provide information about: the balance between cost structure and revenue streams, the market demand (willingness to pay for the products and services), access to capital investments if necessary, the availability of cash flows until the break-even point, etc.	13	25,00	40%	Yes= 10,00 No= 0



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	<p>Feasibility by numbers: Does the entrepreneur provide quantitative figures to justify the economic feasibility of the project (e.g. 15.000 € of costs for the first year, and 5.000 € for the following years, compared to 7.000 € of yearly revenues)? These figures should be found within the Economy feasibility question/block (13) or, if not, they should be explicitly mentioned in the cost structure (9) and revenue streams (10) questions/block.</p>	13-9-10		20%	<p>Yes= 5,00 No= 0</p>
	<p>Proven business idea: Is there any description of a test/experiment/pilot (e.g. the entrepreneur has made a pre-selling of a first collection) that justifies the hypotheses about the market demand (e.g. the willingness to pay potential customers)? This information should be found within the Economy feasibility (13) or in the revenue streams (10) question/block.</p>	13-10		25%	<p>Yes= 6,25 No= 0</p>
	<p>Anything is missing? After checking the economic aspects of the business model (questions/blocks 13, 9 and 10), is there something not previously considered that you perceive it is wrong or missing?</p> <p><i>Some examples could be (not exhaustive list):</i></p> <ul style="list-style-type: none"> - The omission of some evident initial investment related with launching or running the project in the first years (e.g. initial infrastructure not included in the Cost Structure box and missing reference to the sources of funding) - The formulation of an unrealistic revenue streams estimation (e.g. nobody is going to pay for the price set by the entrepreneur). 	13-9-10		15%	<p>Yes= 3,75 No= 0</p>



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Novelty	<p>Unique value proposition: Does the entrepreneur explicitly describe and justify why the value proposition of the project is unique, and how it provides an added value compared to the current market/technology solution and the competitors and the competitors?</p>	14	12,50	75%	Yes= 9,38 No= 0
	<p>Leading trends.</p> <p><i>Do you perceive that the model integrates at least one of the following innovation trends?</i></p> <ul style="list-style-type: none"> - <i>Circular economy (e.g. the company collaborates with other stakeholders -companies, etc.- to take advantage of material and energy flows and eliminate waste, sharing resources and closing cycles).</i> - <i>Servitization (e.g. the entrepreneur proposes to offer a service instead of selling a product which could be the traditional approach of its competitors -such as providing customers with access to a specific performance instead of a mere ownership-).</i> - <i>Bioeconomy (business relies mostly on resources that are highly renewable and biodegradable).</i> - <i>Open innovation (the entrepreneur takes advantage of the knowledge and ideas from others (stakeholders) to improve its business model and innovate).</i> - <i>Big data and Internet of Things (the entrepreneur collects and takes advantage of data -from the market, the competitors, the operation of the activities, etc.-, thanks to internet access and monitoring information, to run the business more efficiently and take more informed decisions).</i> - <i>New funding schemes such as crowdfunding or crowdinvestment (the entrepreneur gets access to funding and investments by a crowd-lead mechanism).</i> 	14		25%	Yes= 3,13 No= 0



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	<p>- System transformation to a new sustainable production & consumption model (the entrepreneur project aims to foster a transition of the current production-consumption system to a radical new paradigm).</p>				
<p>Maximum Total Points = 100</p>					