| **Criteria** | **Evaluation Question** | **Point Allocated** |
| --- | --- | --- |
| Stage | The venture is developed enough to scale to international markets (Early stage to growth stage) | 5 |
| Impact | The Venture has and environmental and social impact | 10 |
| Objective and support | Objective from Soft-landing is clearly identified and fits the scope of the mission | 5 |
| support needed is logical and can be provided in this mission | 5 |
| Market Potential | Technology readiness: product is ready to test/use in different markets | 5 |
| Revenue generation model is clearly explained | 5 |
| Potential markets are within the reach of the mission and hosting organisation type is defined | 5 |
| Project Scalability | Project has potential to grow and scale internationally | 5 |
| Strategy to break into the market is clearly defined | 5 |
| **Total** | **45** |