



STAND Up!

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

