

Trademark Evaluation Grid Template		
<i>Criteria</i>	<i>Evaluation</i>	<i>Note</i>
Business model (Q4)	Clear value proposition: can you understand what the business is offering/solving/providing without any help from the other blocks?	20
Market need (Q5)	It clearly explains the market need and how it satisfies it through the performance of the product/service	15
Environmental Impact (Q6)	Their solutions have a significant environmental impact.	20
Social Impact (Q7)	Their solutions have a significant social impact.	15
Innovation (Q8)	Is it really an innovative solution? <i>(Does it deliver new services to local and regional communities, introduce a new product into the market, or develop a new, effective and financially sustainable way of delivering environmental and social benefits?)</i>	15
Economic sustainability and scalability (Q9)	Is the entrepreneur able to ensure the long-term sustainability of the solution? Is it economically viable? Can it be scaled-up?	15
Total		100