



**2017 NearUS Application
Evaluation Process
Match&Pitch – category Innovator and B2B**

1. Eligibility Check

- Part of the target group Yes No
 1. Start-up founders, mainly early stage looking for market opportunities and funding for their innovation;
 2. Researchers looking for market opportunities and private funding for their R&D project (pre-start-up stage);
- Based in EU Member States or H2020 Associated Countries Yes No
- Business to Consumer (B2C), or Business to Business to Consumer applications AND (B2B2C) Industry focused in ICT and/or ICT convergence Yes No
- Be able to demonstrate a working prototype or V1 Yes No
- Have registered Intellectual Property or are registering IPs Yes No
- Able to write in English Yes No
- Word count is respected Yes No
- Pitch deck uploaded Yes No

Application eligible if ALL criteria are met.



2. Application Review

a. Expectation (question 1)

Are the expectations in line with NearUS mission statement? Are the objectives clearly defined?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
The applicant has: <ul style="list-style-type: none"> - Clearly understood the service offered - Clearly articulated his/her needs and objectives - Clearly demonstrated that his/her needs will be met by the service proposed 		The applicant has: <ul style="list-style-type: none"> - Understood the service offered - Articulated some needs and objectives, but not specifically - Demonstrated that his/her needs will be met by the service proposed 		The applicant has: <ul style="list-style-type: none"> - Poorly understood the service offered - Not articulated clear needs and objectives

b. Technology and knowledge of the US opportunities (question 2)

Readiness of the technology (data, working prototype, data, adaptability of the technology) and opportunities perceived in the US (target market).

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
The applicant has: <ul style="list-style-type: none"> - Clearly articulated how his/her technology is ready to be presented - Clearly articulated the IP approach - Clearly defined his/her US target market(s) or niche market(s) - Clearly understood the needs in the US and defined the opportunities 		The applicant has: <ul style="list-style-type: none"> - Clearly explained his/her technology but it is partially ready to be presented - Identified a market need, target market and end US customers but not all - Planned the IP approach 		The applicant has: <ul style="list-style-type: none"> - A technology not ready to be presented - Not articulated a clear market for his/her innovation - No IP plan or cannot protect his/her innovation

c. Motivation (question 3)

Evaluation of the motivation of the candidate to pursue the long-term success for your company/project in the US? Is he/she the right representative for the US market.

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated his/her motivation - Clearly demonstrated that he/she has the right profile to pitch his/her technology. - The control / power to influence the project or his/her organization in the long term 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Articulated some of his/her motivation - Demonstrated that his/her needs will be met by the service proposed - Some control / power to influence the project or his/her organization in the short to mid-term 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Poorly showed his/her motivation or articulated enthusiasm or ability to pitch - No control / power to influence the project or his/her organization in the short to mid-term

d. Overall (after review of the 3 answers AND the pitch deck)

What is your overall impression of the proposed technology, market, strategy, and ability to grow into a successful company? How well does this applicant align with NearUS goals and/or can utilize the NearUS program? Is the pitch deck and technology ready to be presented?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated a need - A well thought out technical solution (prototype or V1) and business strategy to address that need - A strong technical competitive edge - Presented the needs of a presence in the US and needs NearUS resources to succeed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - The potential to be successful, but may need to better identify a market need, business strategy, or go-to market strategy - A technology that does not completely address the market needs or that needs more development for a full working prototype or V1 - May not have immediate opportunities in the US 		<p>The applicant:</p> <ul style="list-style-type: none"> - Does not have a clear grasp of the market needs, the strategies need to address the market, how the future of their technology should be steered and/or have a unique competitive advantage - May not be able to be a successful start-up company or utilize NearUS

3. Pitch Deck Review

a. Overall

What is your overall impression of the pitch deck, proposed technology, market, strategy, and ability to grow into a successful company? How well does this project align with NearUS goals and/or can utilize the NearUS program?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated a need - A well thought out technical solution (prototype or V1) and business strategy to address that need - A strong technical competitive edge - Presented the needs of a presence in the US and needs NearUS resources to succeed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - The potential to be successful, but may need to better identify a market need, business strategy, or go-to market strategy - A technology that does not completely address the market needs or that needs more development for a full working prototype or V1 - May not have immediate opportunities in the US 		<p>The applicant:</p> <ul style="list-style-type: none"> - Does not have a clear grasp of the market needs, the strategies need to address the market, how the future of their technology should be steered and/or have a unique competitive advantage - May not be able to be a successful start-up company or utilize NearUS

b. Technology

Is the idea truly innovative, based on innovation breakthrough / IP or potential IP - Has the technology been implemented in a demonstrable, replicable setting (prototype or V1 ready)? Does the technology have significant technical barriers to overcome?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The participant has:</p> <ul style="list-style-type: none"> - Well defined a problem and is answering it with a truly innovative approach - An Innovation based on breakthrough technology that could be protected, licensed and scalable - A working prototype or V1 		<p>The participant has:</p> <ul style="list-style-type: none"> - Identified a problem and is answering it with a new approach - An innovation that could be protected, licensed and/or scalable - A partial working prototype or V1 		<p>The participant has:</p> <ul style="list-style-type: none"> - Identified a general problem and is answering it with a partial or general solution - An innovation that may not be protectable or scalable or not ready to be presented

c. Commercial Potential

Is the target market clearly defined with a (being) proven business model? Does the applicant have a clearly defined market need and a good understanding of who will be his/her target customers? Does the applicant have an easy time conveying an attractive buy-in to these customers? Does the applicant have some revenues or pre-sales?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly identified a market need and end users of the product in the US - Relevant target market - Clearly articulated the competitive advantages of the product for customer interaction - As some revenues, pre-sales or signed sales partners (e.g distributor, or agent) 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Identified a market need, target market and end customers but not all - Created a market definition that may have some good data, but is not entirely thought out - A valid competitive advantage statement, at least for the European market - As some pre-sales, sales partners (e.g distributor, or agent) or strong leads 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Poorly identified or not identified the proper target market, market need or potential end customers - Not articulated a clear competitive advantage for customer buy-in - No potential partner or client

d. Funding Potential and Resources

Is the target market sufficiently large and/or is there room for growth of the target market? What is the level of risk for the project? Is the initial team appropriate to grow a start-up/spin off? Does it have proper mentors/advisory board established and a sales team/ sales manager?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The project has:</p> <ul style="list-style-type: none"> - A market with attractive growth opportunities - A sound team, with at least one person dedicated for business development / sales, and mentors/advisory board - Potential to be an attractive investment opportunity 		<p>The project:</p> <ul style="list-style-type: none"> - May operate in an attractive market, but has an incomplete tech that may not meet all the market needs - Is missing a business development or sales manager - May provide a good investment opportunity in the future, but could present a significant risk to investors 		<p>The project:</p> <ul style="list-style-type: none"> - Will not be attractive to investment because it will operate in a too small target market - Has a high degree of risk with a low chance of overcoming those risks - Does not have a sound team

Top 20 applicants are selected (innovators, B2B and research organizations)

4. Interview

a. Marketing / Presentation

Evaluation of the “look” of the slide deck, and of the ability to present of the candidate. Is he/she the right representative of the technology for the US market.

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated his/her technology in English - Clearly demonstrated his/her interest to sale / expand in the US market - Respected the 15 min presentation, and was clear, to the point in his/her answers to the questions/comments - A clear Slide Deck, easy to follow 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Articulated most of the points in the slide deck - Respected the 15 min presentation, and was able to answers the questions/comments - Only minor changes /improvement in the slide deck will be needed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Poorly presenter his/her technology or articulated enthusiasm - Has to redo his/her slide deck - Could not respect a 15 min presentation or does not have the English level required

b. Competitiveness and Price strategy

Has the participant clearly identified competitors, barriers to entry, price strategy and enumerated its competitive advantages?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The competitive landscape is:</p> <ul style="list-style-type: none"> - Well understood on a Global /US Scale and the applicant may have the ability to produce a product with a competitive advantage - The price point / strategy has been defined 		<p>The competitive landscape is:</p> <ul style="list-style-type: none"> - Adequately, but not completely, defined - Not fully understood to develop the project's competitive advantages - The price point / strategy is not well defined yet 		<p>The participant has:</p> <ul style="list-style-type: none"> - Done a poor job of identifying appropriate competition in the US and the price strategy - No clearly defined competitive advantage

c. Commitment and Resources

Has the participant/team already initiated relationships with customers, partners, etc. for the project's advancement? Did the participant show a clear effort in the input quality and thorough completion of the application? Did the participant identify risks and acknowledge potential solutions? Are the milestones for future iterations/product improvements, appropriate expectations to meet in the timeframes mentioned?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Exceptional dedication to be entrepreneur - A complete application that contains appropriate detailed descriptions and strategies - A defined sales roadmap that are going to be met with resources proposed - IP is protected / planned 		<p>The applicant has:</p> <ul style="list-style-type: none"> - The necessary dedication to be entrepreneur - Several key or potential relationships for the success of the project have been identified and approached - Has a plan towards future business development and technical development - IP milestones are well defined 		<p>The applicant did not complete multiple sections of the application</p> <ul style="list-style-type: none"> - No relationships exist and few if any risks have been identified - Does not have plan IP or sales milestones needed - Is severely lacking the technical prowess to pursue the proposed technology plan

d. Overall

What is your overall impression of the proposed technology, market, strategy, and ability to grow into a successful company? How well does this applicant align with NearUS goals and/or can utilize the NearUS program? Is the applicant able to present his/her pitch deck in an engaging way? Is the applicant able to answer questions in a structured manner?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated a need and his/her technology to answer it - A well thought out business strategy to promote his/her innovation - A strong technical competitive edge - Presented the needs of a presence in the US and needs NearUS resources to succeed - Answered all the questions in a clear manner 		<p>The applicant has:</p> <ul style="list-style-type: none"> - The potential to be successful, but may need to better identify a market need, sales strategy, to further develop the technology or go-to market strategy - A technology that does not completely address the market needs or not fully working - May not have immediate opportunities in the US - Answered most of the expert questions in a clear manner 		<p>The applicant:</p> <ul style="list-style-type: none"> - Does not have a clear grasp of the market needs, the strategies need to address the market, how the future of his/her technology should be steered and/or have a unique competitive advantage - May not be able to be a successful start-up company or utilize NearUS - Could not answer the expert question in a concisemanner

Top 10 applicants are selected (innovators, B2B and research organizations)