

THIRD PARTIES MONITORING AND ASSESSMENT

EXECUTIVE SUMMARY

This document describes the process followed by the consortium to monitor the funded third parties progress, assess them and proceed with the corresponding payments accordingly.

The selection of the winning third parties is carried out by an external panel of experts in the field, following an accurate process.

After the selection, the third parties access the incubation programme, divided in two main phases. Through the participation in the programme, the performance of the third parties will be measured as follows:

The selected DAPSI teams will have an initial set-up KPIs to set clear and objective indicators to which the funding will be linked. Each team will be presented with a set of KPIs to be achieved with their coaches during the first weeks of the Phase 1. These KPIs are related to the use case to be implemented. These KPIs will measure the technological advance, the progress in the business strategy if any, but also the commitment and involvement of the teams (i.e. attending periodic call meetings with the coaches, meeting the deadlines for reporting, etc).

There will be three payments (of the same amount) throughout the DAPSI 2nd call programme:

- **First payment:** Beginning of the implementation - 1/3 (33%) of the total possible amount (M1-May 2021): After signature of the sub-grant agreement by the beneficiary and the attendance to a welcome event where teams, partners and coaches get to know each other (attendance mandatory), a pre-financing of 30% is released. This is also subject to the signature of the sub-grant agreement including the project plan.
- **Second payment:** 1/3 (33%) of the total possible amount. By the end of M5 (September 2021), the coaches will assess the KPIs percentage of execution of the project. A 50%-100% completion of the KPIs will unlock the total of the second payment. A lower completion of the tasks will launch the proportional payment. Under 25% completion of the KPIs will invalidate the payment. Within the same month, teams will have to participate in a semi-public event and pitch in front of Advisory Board Members and Experts. The objective of this assessment is to validate their passage to Phase 2 and further financing.
- **Final review and third payment:** 1/3 (33%) of the total possible amount by M10 (January 2022), following the same logic, the team will be paid according to their overall completion of KPIs. This will be paid at the end of Phase 2 (January 2022), after the attendance to the final event organised in January 2022 (attendance mandatory).

The detailed scoring system used for the payments is included in this document.

1 DAPSI PROGRAMME IN OVERVIEW

In the 2nd Open Call (Round 2), the DAPSI Programme consists of 2 phases and is built up following the concept presented in the figure below:

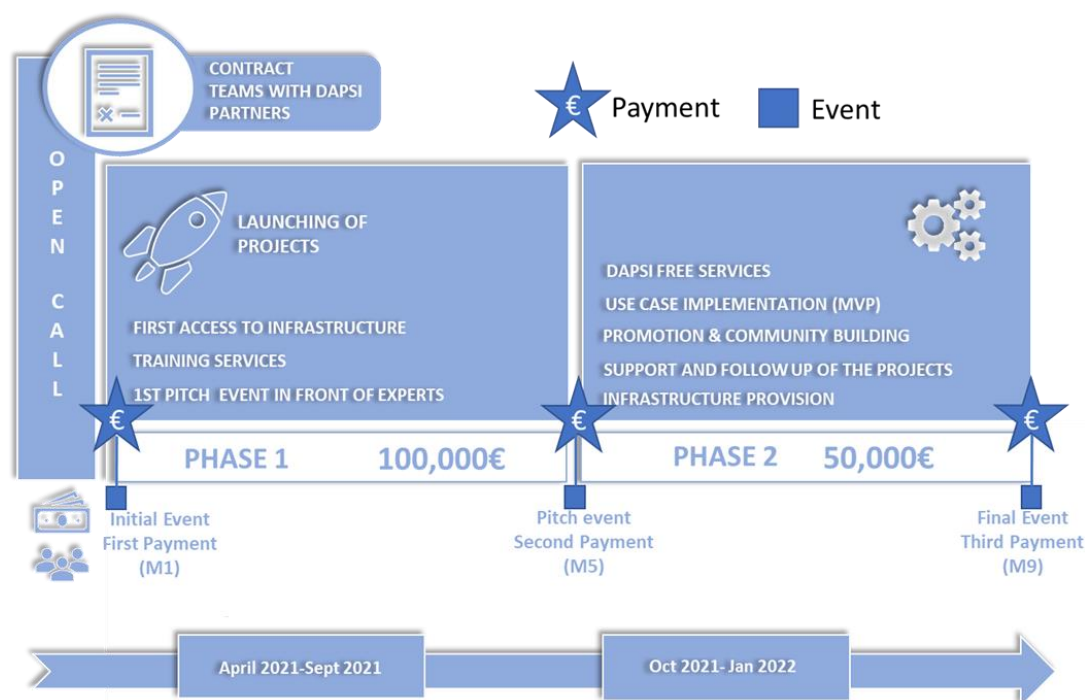


FIGURE 1: DAPSI PROGRAMME

- Phase 1: Third Parties define and develop the R&I activities. They get training and access to infrastructure. They have a continuous assessment during the phase.

At the end of the phase, they will attend an event where DAPSI Third Parties present the first results or their prototypes. A jury of experts will assess Third Parties. The Experts' feedback will aim to improve DAPSI projects for the Phase 2. All teams which fill KPIs will be invited to Phase 2.

Period of time: 5 months

- Phase 2: Third Parties will develop an MVP (Minimum Viable Product) or service or similar by the end of this phase. In this process, they will get access to a higher level of infrastructure and keep being supported with a pack of technical and business-related services that will facilitate their success.

Period of time: 4 months

The below figure illustrates graphically the Training programme and Assessment Model. This figure shows in an overview the continuous assessment principle as well as the validation point to allow the companies to pass to Phase 2.

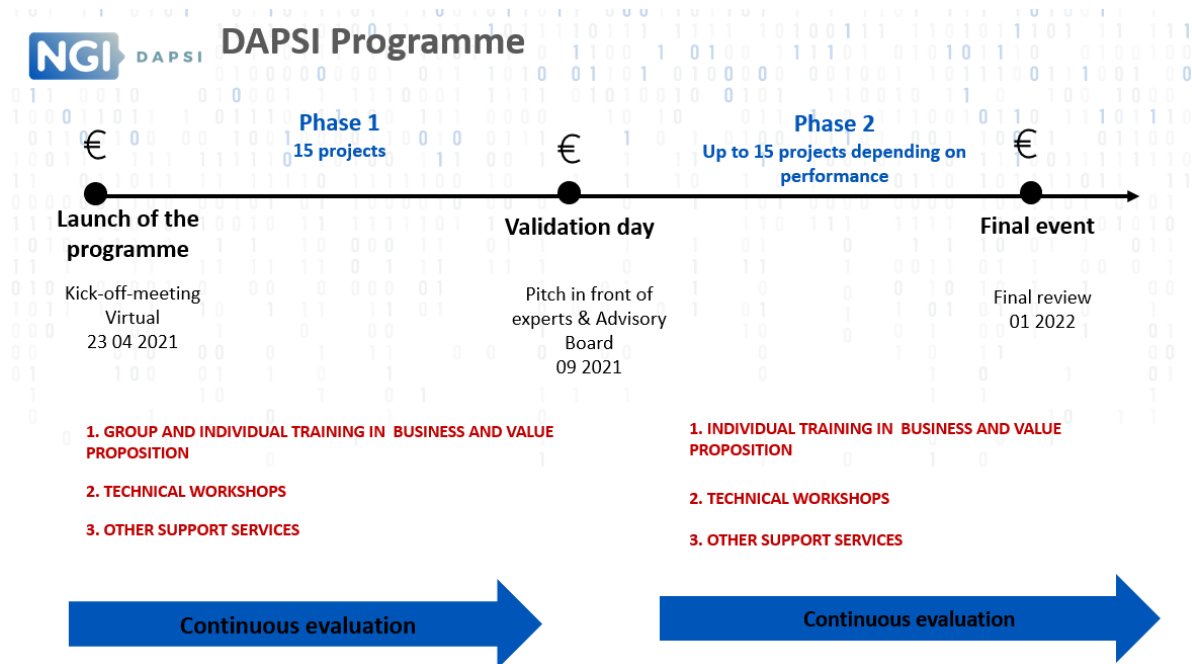


FIGURE 2: DAPSI PROGRAMME ASSESMENT MODEL

2 PAYMENTS

The overall payment and evaluation roadmap are presented by the graph below.

M1 – 1st Payment	M5 - 2nd Payment & Pass to Phase 2		M10 – 3rd Payment
Pre-payment	Payment of Phase 1	Pass to Phase 2	Payment for Phase 2
No evaluation, based on grant agreement signature and attendance to the KoM	Continuous evaluation <ul style="list-style-type: none"> Technical evaluation Business evaluation Participation 	Semi-public event with Advisory Board Members and experts <ul style="list-style-type: none"> Technical evaluation Business evaluation Presentation 	Continuous evaluation and event <ul style="list-style-type: none"> Technical evaluation Business evaluation Participation
	Evaluation weight: <ul style="list-style-type: none"> Technical validation (50%) Business validation (40%) Participation (10%) 	Evaluation weight: <ul style="list-style-type: none"> Continuous evaluation (50%) Event presentation (50%) 	Evaluation weight: <ul style="list-style-type: none"> Technical validation (50%) Business validation (20%) Participation during the training programme (10%) Participation in the final event (20%)
	100-50%: green light – full payment 50% - 25%: orange light – partial payment 25% - 0%: red light – no payment	100-50%: green light – pass to Phase 2 50% - 0%: red light – project stops here All the teams performing properly during the programme and showing relevant results in the event will have the opportunity to continue in phase 2!	100-50%: green light – full payment 50% - 25%: orange light – partial payment 25% - 0%: red light – no payment

TABLE 1: DAPSI PROGRAMME ASSESMENT MODEL AND PAYMENTS

The roadmap consists of 4 milestones:

Phase 1:

- **Milestone 1: Beginning of the implementation and 1st payment** (M1 – May 2021): This pre-payment is not related to any evaluation. It is based on grant agreement signature and attendance to a kick of meeting.
- **Milestone 2: Review of Phase 1 achievements and payment for Phase 1** (M5 — September 2021). This evaluation will be based on continuous assessment by the mentors and coaches throughout the Phase 1 of the training programme.
- **Milestone 3: Pass to Phase 2:** At the end of the implementation period (M5 – September 2021), a semi-public event will be organised to assess the teams' legibility to continue participating in the DAPSI programme. The attendance to this event is mandatory.

Phase 2:

- **Milestone 4: Final review and third payment:** By M10 (January 2022) the teams will be evaluated again and paid according to their overall completion of KPIs and attendance and presentation in the final event. The description of this part will be updated and provided in a later stage subject to the pass to Phase 2.

The figure below illustrates possible combinations between results achievement and the payment.

	Validation I (September)	Validation II (January)	Result
• Obtaining orange lights reduces the amount proportionally.			Full payment in September Full payment in January
• The retained amount can be recovered in the next validation, provided you obtain green light for the given criterium.			Proportional payment in September Full payment in January (including the retained amount in September)
• Obtaining at least 1 red traffic light cancels the payment			Full payment in September Proportional payment in January
			Proportional payment in September Proportional payment in January
100-50%: green light			Full payment in September The payment in January is cancelled
50% - 25%: orange light			Proportional payment in September The payment in January is cancelled
25% - 0%: red light			The payment in September is cancelled Proportional payment in January (the amount from September is lost)
We do not want these scenarios!!			The payment in September is cancelled The payment in January is cancelled

FIGURE 3: POSSIBLE COMBINATIONS OF TRAFFIC LIGHTS FOR PARTICIPANTS' PAYMENTS

2.1 FIRST PAYMENT

The prefinancing is automatically done if the following points are met:

- Attendance to a welcome event
- Signature of the sub-grant agreement including the project plan. This plan is the proposal submitted or an update of this proposal when needed. It contains the project description and main tasks to implement it.

Thus, it is subject to the accomplishment of the two mentioned items.

2.2 FINAL REVIEW OF PHASE 1 AND SECOND PAYMENT

The coaches will assess the KPI's percentage of execution of the project at the end of September. A 100% completion of the KPIs will unlock the total of the second payment. A lower completion of the tasks will launch the proportional payment.

An under performance in the previous payment could retain part of the money. If the completion in this assessment is higher than 50%, it will be released in addition to the second payment.

To calculate the KPIs completion, for the second payment, the following criteria is applied:

- Technical validation (50%)
- Business validation (40%)
- Commitment validation measured by presence during the training programme (10%)

The total score will be calculated:

Total = 50% Technical validation + 40% Business Validation + 10% Commitment validation
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- If it is over 50%, the full amount of the second payment will be transferred.
- If it is between 25-50% the amount will be calculated as follows: 2nd Payment * total score (%).

2.2.1 Technical Validation

The technical evaluation will take place at the end of September.

One comprehensive list has been defined for all third parties. In order to define such a list, all deliverables/milestones from the proposals have been collected and grouped into high-level categories for a semi-common evaluation systems for all the projects:

For documents, research reports etc:

- Is it well documented?
- Does the document respect GDPR compliance requirements?
- Does the document describe the functionalities for the considered subdomain (Service Portability, Data Interoperability and compatibility, Security and Privacy)?

- Are the state of the art effort studied and going to be exploited (standards, existing tools, analysis studies, etc.)?
- For use case documents:
 - The quality and completeness of the identified stakeholders
 - The procedure of user requirements collection

Functional & Technical Requirement / Software Development Roadmap:

- Are you satisfied with data exchange protocol e.g. mapping?
- Are the existing solutions going to be exploited and customized? E.g., extensions of the existing API, extension for SOLID, etc.
- Are you satisfied with data description and metadata, e.g. data catalog, W3C vocabularies?

For architecture:

- Does the architecture answer the requirements set by the customer?
- Does the architecture include functions of the considered subdomain (Service Portability, Data Interoperability and compatibility, Security and Privacy)?
- Does the architecture consider the well-established specifications e.g. data model

For UI/Prototype design:

- Qualitative assessment:
 - Attractiveness: Overall impression of the product. Do you like or dislike it?
 - Perspicuity: Is it easy to get familiar with the product and to learn how to use it?
 - Efficiency: Can you solve their tasks without unnecessary effort? Does it react fast?
 - Dependability: Do you feel in control of the interaction? Is it secure and predictable?
 - Stimulation: Is it exciting and motivating to use the product? Is it fun to use?
 - Novelty: Is the design of the product creative? Does it catch your interest?

For prototype/implementation:

- How many functionalities have been implemented?
- Are all the functionalities considered in the "functional requirement analysis" phase implemented properly?
- Are you satisfied with the Open-source framework considered?
- Does the design respect all GDPR compliance requirements?
- What is the quality of data model implemented (API, standards, solid, providers, interfaces, etc.)
- Is the communication secured by the system?
 - Are the encryption and authentication well-maintained?
- If applicable:
 - Is any access control procedure implemented?
 - Easy to deploy on any device?
 - How is the final prototype tested? what is the Technology Readiness Level?
 - How many transactions per second can the software manage?
 - What is the response time?
 - What additional contexts need to be considered in the future?

Each team can gain up to 50 points in each round of the technical evaluation. The points are divided between the promised deliverables/milestones in the corresponding month. For instance, if a project aims to prepare and implement 2 deliverables/milestones for the first round (end of September), each deliverable will have 25 points. However, this is not a strict rule and may vary according to the importance of the deliverable. In the end, if the accumulated points are below 12, the project will get a red light and the beneficiary will be seriously warned to reinforce the weak points, if the point is between 13 and 25, the project will get a yellow light and will receive some recommendations and if the point is higher than 25, the project will get a green light.

According to each of the categories listed above, the specific criteria for the project in M5 (end of September) is in terms of expected deliverables and points assigned:

Project	Document deliverable	Use case document	Functional & Technical Requirement / Software Development Roadmap	Architecture Deliverable	UI/Prototype Design - Deliverable	Prototype /Implementation
fedeproxy: A federation proxy for software development forges	<p>Prepare the user research, prepare the research sessions, create an intercept interview script, find participants</p> <p>Operations: Publish fedeproxy software on a monthly basis</p>	Conduct interviews with the participants	User Research: Affinity mapping, result analysis, user research report, roadmap	Infrastructure: self-hosted development environment and website	×	<p>Ongoing effort to improve diversity, (M1-M9)</p> <p>Implement the fedeproxy GitLab and fedeproxy GitHub modules, the fedeproxy server, end-to-end integration tests, documentation</p> <p>Advocacy: Reach out to GitLab implementors and submit merge requests to simplify the implementation of fedeproxy GitLab</p> <p>Advocacy: Reach out to Gitea to implement a federation data model and vocabulary</p>
	7 points	5 points	8 points	10 points		20 points

The evaluation methods:

- The evaluation of document-based deliverables will be communicated by email.
- For the prototype/APIs/demos video calls will be organized with the team.

2.3 BUSINESS VALIDATION

The business progress will be possible according to the monitoring carried out by each mentor through three calls planned and based on the deliverables content provided as result of the training sessions. The following aspects will be assessed:

- **Problem and solution** (8 points out of 40)
 - The solution is trying to solve an identified problem
 - Description of the solution
 - Global overview
 - Why you?
- **Market** (8 points out of 40)
 - "The market size and the precise market they address
 - Does the market exist? Do they give enough details?"
 - "Targets
 - Are they clearly described? Why those?"
 - "The business is presented in a well identified and analysed network
 - (suppliers, clients, partners, legal framework)"
- **Competition** (8 points out of 40)
 - "Present your competitive environment
 - Is it highly fragmented or concentrated? Who are the main actors? Direct or indirect competitors?"
 - "Main actors description
 - Deep description of 3 principal actors: size, offer, strategy, development stage
 - Did they raise any funds?"
 - Conclusions after analysing the competition
- **Sales** (10 points out of 40)
 - Sales plan
 - Number of Letter of Intent/Pilots signed after Phase 1
 - Presentation and explanation of the price
 - "Details on the commercial release
 - Justification of the number of clients/users: what is the financial effort to realise this action? How do they realise their customer acquisition?"
 - Presentation and explanation of the Business Model
- **Execution** (6 points out of 40)
 - "70 % Milestones achieved as per proposal"
 - "Financial planning and 18 months forecast"

The maximum total score will be 40 points.

The details can be checked in Annex 2.

Evaluation methods:

- The deliverables prepared during and after the training sessions will be evaluated by the trainer
- After each of the three calls with the mentor, the mentor will evaluate the progress for each Business KPI

2.4 COMMITMENT VALIDATION

The commitment validation will measure the level of commitment, participation and engagement of the funded third parties in the different activities and trainings organised by the consortium partners.

There will be 8 webinars organised in Phase 1. Three of them will be technical trainings organised by Fraunhofer, 5 will be Business related sessions organised by IMT Starter. The attendance of at least one representative per project is mandatory and in some cases the delivery of a deliverable will be linked to the webinars.

There will be also 3 one to one sessions organised with experimented mentors on the business coaching part.

Other activities will be optional such as the trainings about the access to infrastructure offered by Engineering.

For the assessment of participation in this review, the attendance to 8 webinars and individual mentoring will be assessed. All of them with the same weight (10%). Those with an associated deliverable will split the weight proportionally (5% each) as follows:

Attendance	Deliverable	Attendance	Deliverable	Attendance	Deliverable	Attendance	Deliverable	Attendance	Deliverable
Collective Training: Path to Product Market fit, The Basics.-- 20 May		Collective Training: Finding Problem. Solution Fit.-- 27 May		Collective Training: Path to Product Market fit, knowing the job.-- 8 June		Collective Training: Experimentation and reducing risk.-- 23 June		Collective Training: Powerful pitching and get your pitch right.-- 1 July	
5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
10%		10%		10%		10%		10%	
Attendance		Attendance		Attendance					
Individual call with the mentor assigned to each project. Around 26 May		Individual call with the mentor assigned to each project. 16th June		Individual call with the mentor assigned to each project. 2nd July					
10%		10%		10%					
Attendance		Attendance		Attendance		Total110%			
Collective workshop: Linked data & semantic web technologies.-- 25th June		Collective workshop: An introduction to GDPR & data subject's rights.-- 9th July		Collective workshop: Trustworthiness & Data sovereignty: the International Data Spaces as an Example, 23rd July					
10%		10%		10%					

See programme in Annex 1.

For a team attending to all the sessions and submitting all the deliverables, it will result in an assessment of commitment of 110% (so even if missing one session, participants can reach a 100%).

A 100% of attendance is expected. An attendance lower than the 80% will make the consortium to warn the third party. The no attendance must be informed and justified.

3 FINAL COMPETITION WITH EXTERNAL JURY

At the end of the Phase 1 period (M5-September 2021), a semi-public event will be organised to assess the teams' legibility to continue participating in the DAPSI programme. The attendance to this event is mandatory.

The score obtained from this evaluation milestone will be decisive to determine if the company can be promoted to Phase 2. This is not a competition - as long as all teams achieve expected results, all of them can stay in the DAPSI Programme and benefit from further support. All the teams performing properly during the programme and showing relevant results in the event will have the opportunity to continue in phase 2.

This overall score will be based on two elements:

- A/ Continuous assessment from the Milestone 1 (50%)
- B/ Event presentation (50%)

Those two elements together will add up to a final score.

Achieving 100-50% of the total score will result in: green light – pass to Phase 2.

Achieving 50-0% of the total score will result in: red light – project stops here.

The event presentation will be evaluated by an external Advisory Board and coaches. They will be evaluated according to (1) Advance research of the state of the art and technological excellence, (2) business strategy and commercialisation potential of the use case, (3) Quality of the presentation and pitching skills.

4 FINAL REVIEW OF PHASE 2

The projects selected to progress to phase 2 will continue their work for four more months, completing the 9-month programme to finish by the end of January 2022.

The assessment and payment of the projects will be done, subject to:

- i) Attendance and presentation in the final event;
- ii) The coaches will assess the KPI's percentage of execution of the project at the end of January.

The participation in the final event and 100% completion of the KPIs will unlock the total of the last payment. A lower completion of the tasks will launch the proportional payment.

The following scenarios are possible: See Figure 1.

An under performance in the previous payment could retain part of the money. If the completion in this assessment is higher than 50%, it will be released in addition to the second payment.

To calculate the final score, for the last payment, the following criteria is applied:

- Technical validation (50%)
- Business validation (20%)
- Commitment validation measured by presence during the training programme (10%)
- Participation in the final event (20%)

The total score will be calculated:

Total = 50% Technical validation + 20% Business Validation + 10% Commitment validation + Final event participation (20%)

- If it is over 50%, the full amount of the second payment will be transferred.
- If it is between 25-50% the amount will be calculated as follows: last Payment * total score (%).

In both cases the retained money in the previous payment would be released.

4.1 TECHNICAL VALIDATION

The technical evaluation criteria in phase 2 will measure in general:

For documents, research reports etc:

- Is it well documented?
- Does the document respect GDPR compliance requirements?
- Does the document describe the functionalities for the considered subdomain (Service Portability, Data Interoperability and compatibility, Security and Privacy)?
- Are the state of the art effort studied and going to be exploited (standards, existing tools, analysis studies, etc.)?
- For use case documents:
 - The quality and completeness of the identified stakeholders
 - The procedure of user requirements collection

For UI/Prototype design:

- Qualitative assessment:
 - Attractiveness: Overall impression of the product. Do you like or dislike it?
 - Perspicuity: Is it easy to get familiar with the product and to learn how to use it?
 - Efficiency: Can you solve their tasks without unnecessary effort? Does it react fast?
 - Dependability: Do you feel in control of the interaction? Is it secure and predictable?
 - Stimulation: Is it exciting and motivating to use the product? Is it fun to use?
 - Novelty: Is the design of the product creative? Does it catch your interest?

For prototype/implementation:

- How many functionalities have been implemented?
- Are all the functionalities considered in the “functional requirement analysis” phase implemented properly?
- Are you satisfied with the Open-source framework considered?
- Does the design respect all GDPR compliance requirements?
- What is the quality of data model implemented (API, standards, solid, providers, interfaces, etc.)
- Is the communication secured by the system?
- Are the encryption and authentication well-maintained?
- If applicable:
 - Is any access control procedure implemented?
 - Easy to deploy on any device?
 - How is the final prototype tested? what is the Technology Readiness Level?
 - How many transactions per second can the software manage?
 - What is the response time?
 - What additional contexts need to be considered in the future?

Based on the general metrics, the specific indicators for your project are:

Project	Document Deliverable	Use Case Document	UI/Prototype Design - Deliverable	Prototype/ Implementation
fedeproxy: A federation proxy for software development forges	Testing and Documentation	Reach out to software developers, organizations and forge maintainers	Create the fedeproxy server user interface	<p>Ongoing effort to improve diversity, (M1-M9)</p> <ul style="list-style-type: none"> Implement the fedeproxy GitLab and fedeproxy GitHub modules, the fedeproxy server, end-to-end integration tests, documentation Advocacy: Reach out to GitLab implementors and submit merge requests to simplify the implementation of fedeproxy GitLab Advocacy: Reach out to Gitea to implement a federation data model and vocabulary <p>Create the fedeproxy server user interface Run the fedeproxy in production</p> <p>Seek feedback from users and modify fedeproxy accordingly</p> <p>Reach out to GitLab implementors and submit merge requests to simplify the implementation of fedeproxy GitLab</p> <p>Reach out to Gitea to implement a federation data model and vocabulary</p> <p>Publish fedeproxy software on a monthly basis</p>
	5	5	5	35

4.2 BUSINESS VALIDATION

As in the previous evaluations, the criterion evaluated are detailed below:

- **Product Market Fit** (15 points out of 80)
 - Primary Value proposition
 - Targets
 - The business is presented in a well identified and analysed network
- **Business Model** (10 points out of 80)
 - Presentation and explanation of the Business Model
- **Sales** (20 points out of 80)
 - Sales plan
 - Presentation and explanation of the price
 - Details on the commercial release - customer acquisition?
 - Number of Letter of Intent/Pilots signed after Phase 1

- **Financial planning** (15 points out of 80)
 - Financial planning and 18-month forecast
- **Team Motivation** (20 points out of 80)

A total of 80 points can be get.

4.3 COMMITMENT VALIDATION

The attendance to the following sessions is expected:

- There will be a session organised with mentors.
- There will be several technical trainings.

The attendance to these sessions and the provision of the requested information (if any) will be assessed with a 10%.

Other activities will be optional such as the webinar about public funding opportunities.

4.4 PARTICIPATION IN THE FINAL EVENT

A final event will be organised. Each project will participate with a short presentation to explain the project developed. It will be held in a date to be confirmed, close to the end of phase 2.

ANNEX 1 - CALENDAR OF ACTIVITIES FOR PHASE 1

Month	May 2021				June 2021				July 2021				August 2021				September 2021			
Calendar Week	KW17				KW22				KW26				KW30				KW35			
Phase	PHASE I																			
Project Month	Month 1				Month 2				Month 3				Month 4				Month 5			
Business & Value Proposition Training			Collective Training: Path to Product Market fit, The Basics. -- 20th May, 10-12:00 CET by Farid Singh	Collective Training: Finding Problem Solution Fit. -- 27th May, 10-12:00 CET by Farid Singh		Collective Training: Path to Product Market fit, knowing the job. -- 8th June, 10-12:00 CET by Farid SINGH		Collective Training: Experimentation and reducing risk. -- 23 June, 10-12:00 CET by Farid SINGH	Collective Training: Powerful pitching and get your pitch right. -- 1 July, 10-12:00 CET by Farid SINGH											
Mentoring Sessions				Individual call with the mentor assigned to each project. 26th May, 2h (TBD)			Individual call with the mentor assigned to each project. 16th June, 2h (TBD)		Individual call with the mentor assigned to each project. 2nd July, 2h (TBD)											
Technical Workshops							Collective workshop: Linked data & semantic web technologies. -- 25th June, from 10:00 to 12:00 CET (2h), by Abderrahmane Khiaat		Collective workshop: An introduction to GDPR & data subject's rights. -- 9th July from 10:00 to 12:00 CET (2h) by Najmeh Mousavi		Collective workshop: Trustworthiness & Data sovereignty: the International Data Spaces as an Example. 23rd July from 10:00 to 12:00 CET (2h) by Matthias									
Infrastructure and Tools Training		Application Infrastructure and Support Tools Webinar - 11th May J, from 10:00AM to 11:30AM			FIWARE Generic Enablers - TBC. 1 week June															
Payments to teams	1st Payment																			Second Payment (1% depending on

Month	October 2021				November 2021				December 2021				January 2022			
Calendar Week	CW40				CW44				CW48					CW01		
Phase	PHASE II															
Evaluation																FINAL EVENT and Evaluation of PHASE 2
Business Training										Individual Mentoring sessions: Business Mentoring session.-- Date to be agreed on each case with the mentor - team						
Technical Training		Linked Data (NGSI-LD): describes the evolution of NGSI v2 specitication to manage linked data: NGSI-LD (based on JSON-LD) (Oct 14th, 10 AM)		IDRA - Open Data Federation Platform: web application able to federate existing Open Data Management Systems (ODMS) based on different technologies providing a unique access point to search and discover open datasets coming from heterogeneous sources (Oct 27th)		1. VoCol: a collaborative ontology development tool - by Khiat, Abderrahmane Nov. 12th (10-11)	2. OpenSource business models November 17th - 10:00-11:00 AM	Data privacy and GDPR vocabularies and ontologies - by Mousavinezhad, Najmehsadat Nov. 29th (10-11)								
Optional Training															Webinar Public funding Opportunities in Horizon Europe (Jan 13th, 10 AM)	
Payments to teams																Final Payment (% depending on KPIs completion)

ANNEX 2 BUSINESS KPIS

DAPSI Business Asseement Grid Phase 2

Product Market Fit	15	0
Primary Value proposition	5	
Targets	5	
The business is presented in a well identified and analysed network	5	
Business Model	10	0
Presentation and explanation of the Business Model	10	
Sales	20	0
Sales plan	5	
Presentation and explanation of the price	5	
Details on the commercial release - customer acquisition?	5	
Number of Letter of Intent/Pilots signed after Phase 1	5	
Financial planning	15	0
Financial planning and 18 month forecast	15	
Team Motivation	20	
OVERALL TOTAL	80	0

