

See the CEE Startup Voucher evaluation criteria

Criterion	Evaluation	Max. no of points / criterion
Innovation and Market Potential	Assess the level of innovation demonstrated by the startup's product, service, or business model. Evaluate its potential for addressing a market need and generating significant impact or disruption.	20
Team and Expertise	Evaluate the qualifications, experience, and complementary skills of the core team members. Consider their ability to execute the startup's vision, navigate challenges, and adapt to market dynamics. Look for a balanced and capable team that can drive the company's growth.	20
Business Model Viability	Examine the startup's business model and assess its viability and scalability. Evaluate the revenue streams, cost structure, customer acquisition strategy, and potential for generating sustainable profits.	20
Traction and Milestones	Consider the startup's progress and achievements to date. Assess factors such as customer acquisition, partnerships, revenue, user engagement, intellectual property, or awards. Look for evidence of traction and momentum	20
Market Fit and Potential	Evaluate the startup's understanding of its target market and its ability to serve customers effectively. Assess the size of the target market, competitive landscape, and the startup's unique positioning. Consider the potential for growth and scalability	20
Impact and Sustainability	Any other aspects not covered by evaluation criteria above. Consider the potential impact of a main prize (€20K) on development and acceleration of the startup, given its size, stage and traction. Evaluators may consider the startup's commitment to addressing societal challenges and promoting positive change, such as environmental sustainability, social responsibility, or ethical practices. Additionally, the criterion assesses the clarity and persuasive power of the startup's overall presentation, including the video pitch, pitch deck.	20
TOTAL		120

For each of the criteria, points from 0 to 20 may be awarded.

Interpretation of scores:

- **0-5 points = Poor.** The applicant fails to address the criterion or cannot be assessed due to missing or incomplete information. The startup demonstrates poor performance in the respective criterion, exhibiting significant weaknesses or lacking essential qualities.
- **6-8 points = Needs improvement.** The criterion is inadequately addressed, or there are serious inherent weaknesses. The startup shows room for improvement in the respective criterion, exhibiting weaknesses or lacking significant qualities.
- **9-11 points = Fair.** The startup demonstrates average performance (exhibiting satisfactory qualities) in the respective criterion. There are significant weaknesses.
- **12-14 points = Good.** The startup performs well (exhibiting solid qualities) in the respective criterion, but a number of shortcomings are present.
- **15-17 points = Very Good.** The startup performs very well (exhibiting strong qualities) in the respective criterion, but a small number of shortcomings are present.
- **18-20 points = Excellent.** The startup demonstrates exceptional/ outstanding performance in the respective criterion. Any shortcomings are minor.