

APPENDIX 1

Criteria for selection of projects

This is an Appendix to the TERMS AND CONDITIONS for the InCredibles Programme. These criteria are about to be used by the Experts of the Startup Hub Poland and the Jury of InCredibles Programme in order to select startups that fit best to the programme goals and its business focus. These criteria are indicatory and consist of formal conditions and business criteria of evaluation. Organizers and the Foundation reserve rights to accept application of a high excellence even if not all criteria will be matched.

Formal conditions:

- the company running the innovative project is formally incorporated in Poland or another country, or the project team is about to incorporate its company before the Grant will be distributed
- The company is a micro- or small businesses

Substantial business criteria of evaluation

- Excellence - The company has successfully accomplished acceleration or incubation program or another business excellence program or contest within last 2 years
- Time2market - Startup's proves to response to market trends, display a reasonable assessment towards market potential, present feasible plans of market infiltration
- USP of given solution - Startup can prove advantages over existing substitutes/competitors (and gives reasonable explanation of what given solution will change in clients experience; of how is this solution better than existing ones?)
- Business model - how feasible is the business model; optionally: how promising are sales results for last 6 months
- Barriers to entry – Startup is able to describe methods of how to protect its know-how, has coherent IP protection status, plans other kinds of barriers of entry
- Team - Startups can present how complementary is the current team, what experience and contacts can the team make use of during further development of the business
- Startups assessment over main risk factors for the business - Startup is able to identify and address main obstacles and risks that need to be managed while further development of the business