



Application evaluation criteria
in the interview selection process

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The objective of the programme is to promote the transfer of scientific knowledge into companies that create value in society. To this end, the selection of participants **must prioritise both the potential of the project for transfer to market and the quantitative and qualitative impact that this transfer will generate in society at an individual level** (improvement in the quality of life of people) **and as a whole** (improvement of the environment, society in general, etc.).

With this objective in mind, the experts who evaluate the interview stage of the process must consider the following four aspects (1 being lowest and 4 being highest):

- The asset's potential for transfer to market, particularly as a new business
- The social impact of the project broadly understood to be the ability of the project to contribute to improving the quality of life of people and society in general, while respecting human rights and ethical principles.
- The ability and motivation of the participant to lead the definition and implementation of the valorisation and commercialization plan
- The significance and the impact that participation in the programme will have on the project, and its full implications for the valorisation and transfer of the asset

Based on these considerations, and the available places, each application receives one of these scores:

Grade	Score
Exceptional	4
Good	3
Average	2
Poor	1

Aspects evaluated

Transfer potential

Definition: *Capacity of the asset and of the project to respond to a clearly identified need of a group or market, which is not currently or not sufficiently met.*

In this section, the following is evaluated:

- **The viability and relevance of the value proposal for the market.** The panel of experts must assess, based on their experience and knowledge of the sector, whether the value proposal for the asset is relevant to the market and may be able to be transferred successfully. The existence of other products or solutions that respond to this unmet need must be considered; should they exist, the level of innovation or difference that the proposed solution provides with regards to them must also be considered. Similarly, they must take into account whether the project is ambitious and realistic.
- **Soundness of the proposal:** The suitable analysis of the needs or problems that the asset could solve must be taken into account, as well as whether this analysis has a solid foundation based on research, data, etc. Along the same lines, evaluations will be made on whether or not the potential clients and market have been analysed suitably or whether the proposal is based on assumptions that are not supported by objective data. Similarly, the fact that the approach to market is based on a local or international viewpoint will be considered.

Social impact of the project

Definition: *The quantitative and qualitative impact that the transfer of the asset will generate in society at an individual level (improving the quality of life of people) and as a whole (improvement of the environment, society in general, etc.)*

In this section the following is evaluated:

- **Quantitative impact.** The possibilities that the asset will have an impact on a high number of beneficiaries, either directly or indirectly, by allowing other products or services to be developed, which in turn improve the quality of life of people and society.
- **Qualitative impact.** Understood to be the significance of the impact on each beneficiary. In this regard, the project's or asset's capacity to produce radical changes in the quality of life of people, social progress or human development, regardless of the number of beneficiaries, will be evaluated.

- **Integrating impact.** Understood to be the project's capacity to integrate the possible beneficiaries and main social stakeholders involved.
- **Respect of ethical principles,** particularly with regards to the non-military use of the technology, the handling and use of biological material and intervention of humans in the research, the involvement of certain countries and the possible impact on the environment. Evaluate the existence of an ethics committee at the applicant centre.

Ability, involvement and motivation of the participant

Definition: *The ability of the project leader to carry out the valorisation and transfer project with the highest possible guarantee of success.*

The following is evaluated in this section:

- **Suitability of the participant to the programme and the project.** The panel of experts must assess, based on their experience and knowledge of the sector, whether the abilities and motivation of the participant correspond with the scope of the project and can face the challenges that the programme and the project present with a guarantee of success. Along these lines, the participant's level of knowledge of the asset, the technology on which it is based, the development history, etc. must also be assessed. The training and experience of the project leader in the fields of innovation, transfer and management and his/her knowledge of the sector into which the project will be developed must also be evaluated under this point.
- **Motivation and commitment of the project leader.** The participant's involvement with the asset and transfer project must be considered. The future perspectives that the participant has in relation to the transfer project and the likelihood that they may be realised is particularly relevant. For example, projects led by people with expectations and probabilities of becoming entrepreneurs must be prioritised over those who will abandon the project once it has been transferred.

Importance of participation in the programme

Definition: *The impact that participation in the programme could have on the probabilities of the asset being transferred successfully to society.*

In this section the following is evaluated:

- **The estimated social or economic opportunity cost** of the project not being transferred to market or if its transfer were delayed. In this regard, not only must the impact that participation in the programme could have for increasing the possibilities of transfer to market be considered, but so must the impact that reducing the launch time and availability to potential beneficiaries and the society could have.

- **Suitability of the programme to the project's needs.** The type of needs that the project has and the capacity and suitability of the programme's resources to satisfy them must be considered.
- **The importance of the actions to be supported within the project's framework.** In the case of co-funded projects or those with support resources that are not related to the programme, the relative importance and significance of the valorisation actions proposed to be carried out within the framework of the programme in relation to the project as a whole must be considered.