

FORNY StudENT funding – Application assessment criteria

1. Level of innovation

How would you rank the project's level of innovation?

This criterion gives an indication of the significance of the innovation in relation to the “state-of-the-art” in a field. In this context, the term “innovation” is to be understood as renewal or new creations that generate added value. The innovation will be assessed as to whether it represents an innovation solely for the partners or applies in a national/international context as well.

Innovation areas:

- New or improved products/services
- New or updated methods of production/delivery/distribution
- New or updated structures for management/organisation/working conditions/competence
- New or updated business models

Scale of marks

7. *Exceptional – Represents a fundamental/radical innovation in a global context, independent of industry segment.*
6. *Excellent – Represents an innovation in a global context and a significant step in relation to the state-of-the-art in the industry segment.*
5. *Very good – Represents a clear innovation in relation to the state-of-the-art in the industry segment.*
4. *Good – Represents a significant innovation for the company/enterprise, at the level of the state-of-the-art in the industry segment.*
3. *Fair – Represents an important innovation for the company/enterprise, but a small one in relation to the industry segment.*
2. *Weak – Represents a minor innovation for the company/enterprise.*
1. *Poor – Does not represent an innovation of any significance.*

2. Commercial potential

Does the project have significant commercial potential based on realistic assumptions? Has the applicant used his or her insight into the value chain and customer needs to calculate the commercial potential? Has the applicant described a profitable business model?

This criterion gives an indication of the anticipated financial gains that will result from industrialisation activities related to the project. This potential will be compared against the aggregate expenses for the entire period through to realisation, which should be assumed to be successful.

Scale of marks

7. *Exceptional – The project's commercial potential is extraordinarily high.*
6. *Excellent – The project has extremely high commercial potential.*
5. *Very good – The project has high commercial potential.*
4. *Good – The project has some commercial potential.*
3. *Fair – The project has limited commercial potential.*
2. *Weak – The project has little commercial potential.*
1. *Poor – There is no indication that the project will have any commercial potential.*

3. Customer insight

To what degree does the applicant demonstrate insight into who the customers, end-users and necessary partners are and the kinds of needs that these have? Does the applicant clearly describe what the product/service is, how it will be adapted to customer, end-user and potential partners' needs and what value will be created?

The applicant should document that customer insight is based on actual surveys conducted among customers, end-users and any partners.

Scale of marks

7. *Exceptional – The applicant demonstrates exceptional insight into customer needs.*
6. *Excellent – The applicant demonstrates excellent insight into customer needs.*
5. *Very good – The applicant demonstrates very good insight into customer needs.*
4. *Good – The applicant demonstrates good insight into customer needs.*
3. *Fair – The applicant demonstrates fair insight into customer needs.*
2. *Weak – The applicant demonstrates weak insight into customer needs.*
1. *Poor – The applicant does not demonstrate insight into customer needs.*

4. Implementation capacity

To what extent are the project team and any partners seen as capable of performing the project? Are there any letters of intent/positive statements from potential customers and/or potential partners which reduce the project's anticipated level of risk? Does the applicant provide a persuasive argument as to why the customers and end-users will buy the product or service from precisely their company and not from others?

This criterion gives an indication of the extent to which the project has a good project team with the relevant commercial and scientific expertise or a plan for obtaining the expertise needed to implement the project in an optimal fashion.

Scale of marks

7. *Exceptional – The project team is exceptionally well qualified, and the distribution of roles and constellation of competencies are appropriate for the project tasks.*
6. *Excellent – The project team is extremely well qualified, and the distribution of roles and constellation of competencies are appropriate for the project tasks.*
5. *Very good – The project team is well qualified, and the distribution of roles and constellation of competencies are appropriate for the project tasks.*
4. *Good – The project team has the necessary scientific and administrative qualifications. The distribution of roles and constellation of competencies have some weak points, but it should nonetheless be possible to implement the project satisfactorily.*
3. *Fair – The distribution of roles and constellation of competencies have some serious deficiencies, making it uncertain that the project can be implemented satisfactorily.*
2. *Weak – The distribution of roles and constellation of competencies have such serious deficiencies that the project cannot be carried out satisfactorily.*
1. *Poor – It will not be possible to implement the project with the distribution of roles and constellation of competencies specified.*

5. In-kind contributions from the university/university college

Will the university/university college be making a valuable contribution to the project?

It is part of the social mission of Norwegian universities and university colleges to promote the application of research results to the benefit of society. This criterion gives an indication of how well the university/university college understands its role in terms of how the institution will provide the student/group of students with adequate assistance in commercialising their concept.

Scale of marks

- A. *Yes, the university/university college will be making a valuable contribution to the project and will be providing the student/group of students with adequate assistance in commercialising their concept.*
- B. *Unclear – It is unclear what kind of contribution the university/university college will be making to the project and whether it will be providing the student/group of students with assistance in commercialising their concept.*
- C. *No, the university/university college will not be making a valuable contribution to the project and will not be providing the student/group of students with assistance in commercialising their concept.*

6. General quality of the grant proposal

How would you rank the quality of the grant proposal?

This criterion gives an indication of the extent to which the project proposal can be considered to be realistic and the project tasks feasible.

Scale of marks

- 7. *Exceptional*
- 6. *Excellent*
- 5. *Very good*
- 4. *Good*
- 3. *Fair*
- 2. *Weak*
- 1. *Poor*