

Seed Fund – Awarding criteria.

Your application will be independently marked by two staff members and scored using the following criteria. The maximum possible score for an application is 30. Applications which score 21 or higher are likely to be awarded funding with no further actions. Applications scoring between 18 and 21 points are likely to be awarded funding with additional conditions. Applications scoring lower than 18 will need to resubmit an application after responding to feedback.

It is possible to be awarded funding with low or even a zero score in one or more of the criteria below. We are able to assist you with an application, so if you need additional support with aspects of your application please [register with us](#), or contact your Business Advisor.

All applications will receive detailed feedback from the Centre for Entrepreneurship and those which are unsuccessful are encouraged to respond to the feedback, to amend their application and to resubmit.

Green sections refer to specific documents. Orange sections refer to the application taken as a whole.

Section	Points/Outcome		
Business One Pager (BOP)	1-2 Is poorly written, containing unacceptable spelling and grammar errors. Not concise or designed well. There may be insufficient information to understand the business idea.	3-4 Sufficiently summarises their business/brand/customers/ marketing but room for improvement in design and/or content. Contains relevant topics with information displayed using a combination of text and graphical elements.	5 Well written and creatively designed, and attention grabbing. The BOP demonstrates a clear understanding of the business/brand/ Finance/ target market / marketing as well as traction and future plans.
Business Model Canvas (BMC)	1-2 Is poorly written, containing unacceptable spelling and grammar errors. Sections may be overly wordy and lack clarity.	3-4 All elements of the BMC will have been addressed although some sections may still include unclear or unknown elements – a “?” is acceptable. Sections will be concise, and it will be possible to understand most of the business model from the BMC.	5 Does address all 9 essential criteria with clarity and shows a strong understanding of the business. There will be a strong link between the Value Proposition, Customer Segments and Key Activities.
Basic pitch video (1 minute)	1-2 There is no video content, or the content	3-4 The video is a single take, within the allowed time.	5 Creative and professional video content with

	is overly long and lacks clarity.	The video may lack structure but will provide useful information about the idea.	authentic camera presentation and clear script. The applicant will have included relevant media such as product images, and the video will start/end with their logo and contact details.
Proposed spending	1-2 There is no clear understanding of what the fund will be used for and quotes are either not provided or show lack of commercial awareness.	3-4 Understanding and explanation of funding spend with basic content and evidence. Funding will support progress.	5 Detailed explanation of proposed funding with hyperlinks and pictures/quotes. The applicant will have clearly demonstrated how the expenditure will help them to take the next step to develop their business.
Sustainability	0-2 The application makes no reference to sustainability. The idea is likely to have a negative overall impact on society or the planet.	3-4 The application recognises the impact that the idea may have on society and the planet and there is reference to ways of minimising this impact.	5 The idea will have a positive impact on either society or planetary resources. It will displace current consumption with lower impact activity or will utilise waste streams. The value proposition is based on reducing or removing a societal or environmental challenge.
General Overall Quality	1-2 Poor overall application with no merit for a funding award. Market research will be poor and the value proposition may be unclear. There are discrepancies between the different elements of the application.	3-4 Good application covering the basics required to acquire funding There will be a recognisable link between all elements of the application although some minor discrepancies may be apparent. There is likely to be consistent branding shown between two or more elements of the application.	5 Excellent application with stand-out BOP and BMC. Creatively engaging and impressive video pitch with a strong understanding business/finance/customer base and marketing. Strong links between all elements of the application. A clear demonstration that the funding will support the applicant to take the next steps required to start their business.