

Technical and Market Assessment (20 Points): The project must be technically feasible and offer a high probability of success with respect to market and business related issues.

- 5 Points – Is the proposed project achievable within the timescale and resources provided?
- 5 Points – Are the applicants and co-applicants appropriately trained and well suited to carry out this work?
- 5 Points – Is the overall approach convincing, coherent and effective? Is the methodology appropriate?
- 5 Points – What is the probability that the product or process central to this project will be successful in the marketplace in light of competition, price, etc?

Timing (10 Points): The ability of the project to provide expected economic benefits, as described in the application, within a six to 12 month time period, and in no case beyond three years.

Scientific merit (5 Points): The project must be scientifically sound and promise either to generate new knowledge or to apply existing knowledge in an innovative manner.

- 3 Points – Is the project likely to yield the generation of new IP, such as, patent applications, license agreements, invention disclosures, etc.; and
- 2 Points – Does the proposed project offer a high likelihood of scientific advance and of increasing knowledge relevant to the industry in question?

Equal Opportunity (5 Points): Industry and research partners must demonstrate a commitment to diversity and equal opportunity within their business or organization. Proposals which include innovative approaches to fostering women and minority participation in research will receive added consideration.

Final Scoring: The cumulative average of the total scores given by each Advisory Committee member will represent a baseline score for each application. Applications must receive a minimum baseline score of 70 points to be considered eligible for funding. The Advisory Committee will vote to award or deny funding on all applications that receive 70 or more points during the initial screening. The Committee retains the right to reject any application at any stage of consideration and to modify the requested award amount. The Committee also retains the right to solicit outside input or expertise in making award decisions.

All award recipients will be notified by mail and by phone. Applicants not receiving awards will be notified via mail.