

This is the rubric which will be used to evaluate the projects at the end of INSPIRE stage for funding and for being granted the opportunity to take part in the next INCUBATE stage. Please note, that in order to receive the funding, we will ask you to be legally registered.

CRITERIA	What is it about?	What is the best of it?
THE PROBLEM/ OPPORTUNITY	Is the problem significant, well understood, thoroughly researched and well evidenced? What hidden/unexplored opportunity is there which can be taken.	<ul style="list-style-type: none"> <li>- The project addresses a significant problem/opportunity in the field of education</li> <li>- It is clearly defined whose pain is that.</li> <li>- The Innovator has a great understanding of the problem/opportunity</li> <li>- It is justified by research data</li> </ul>
THE INNOVATIVE SOLUTION	Is the solution well-defined and is it innovative - better than or different to the alternatives?	<p>The solution is:</p> <ul style="list-style-type: none"> <li>- Very well defined</li> <li>- obviously addresses the problem</li> <li>- there is strong evidence to demonstrate that it is better and/or different than existing solutions</li> <li>- It's feasibility is supported with facts and data taken from external research and their own research</li> </ul>
THE IMPACT AND SCALING	How well defined is the intended impact? What's the scale of the impact? How measurable is it? How will the innovator monitor the project's progress?	<ul style="list-style-type: none"> <li>- There is clear evidence that the project has a long-term positive impact on the targeted group;</li> <li>- its scaling potential is clearly outlined / or if it is not scalable the Innovator can justify the reasons why;</li> <li>- there is a strong and logical connection between solution and intended outcomes/impact;</li> <li>- the impact is measurable and the innovator has a clear plan how to measure its progress.</li> </ul>

THE TEAM	Does the team have the necessary skills to move this project forward? Is this team working collaboratively?	The team: - has a realistic plan for filling skills gaps (team, board and supporters, advisors) or the skills needed to move this project forward are present within the members of the team; - has a strong common vision and values that allow them to work collaboratively.
THE PRESENTATION	How is the presentation delivered? Is the pitch creative and compelling?	The presentation: - shows creativity in the way they present their idea; - maintains the attention of the audience during the whole presentation; - is detailed but concrete; - the speaker has a contagious energy and a compelling tone of voice.
THE ROADMAP - MVP LAUNCH Planning and Milestones	Does the Innovator have proper understanding and planning for the project implementation? Are the milestones set clearly?	- The MVP launch has been planned properly and the milestones are precise and realistic and there is a clear understanding on how to achieve them; - A comprehensive breakdown of the resources, and steps needed to implement the project is there.
THE SUSTAINABILITY - Budget and Fundraising plan	Does the project have clear financial assumptions and projections for the MVP? Does the Innovator have an alternative plan for fundraising?	- The MVP budget is supported with evidence based financial assumptions and projections; - the Innovator has a co - funding plan/investment in case he/she doesn't receive the incubator's prize or receives not fully; - the Innovator clearly understands and has a clear plan on how the project will continue to fund itself (by revenue or donations) after it leaves the incubator.
ALIGNMENT WITH TFA VISION	Is the project in line with TFA's Vision?	The solution contributes to 3+ components of TFA's Kochari and directly connects the components of the vision to the concrete actions of the idea.