<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>WHAT ARE WE LOOKING FOR</th>
<th>ADVANCED LEVEL</th>
</tr>
</thead>
</table>
| 1. THE PROBLEM/OPTUNITY | Is the problem significant, well understood, thoroughly researched and well evidenced? What hidden/unexplored opportunity is there which can be taken. | - The project addresses a significant problem/opportunity in education  
- It is clearly defined whose pain is that.  
- The Innovator has a great understanding of the problem/opportunity, justified by research data  
- The problem/opportunity is defined clearly |
| 2. 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. |
| 3. THE INNOVATIVE SOLUTION | Is the solution well-defined and is it innovative - better than or different to the alternatives? | The solution is:  
- Very well defined  
- obviously addresses the problem  
- there is strong evidence to demonstrate that it is better and/or different than existing solutions  
- It's feasibility is supported with facts and data taken from external research AND their own research |
| 4. 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? | - There is clear evidence that the project has a long-term positive impact on the targeted group;  
- its scaling potential is clearly outlined / or if it is not scalable the Innovator can justify the reasons why;  
- there is a strong and logical connection between solution and intended outcomes/impact;  
- the impact is measurable and the innovator has a clear plan how to measure its progress. |
| 5. ALIGNMENT WITH TFA KOCHARI | Is the project in line with TFA's philosophy? | 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. |
| 6. THE SUSTAINABILITY | 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. |
| 7. THE ROADMAP - MVP LAUNCH | 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 break down of the resources, and steps needed to implement the project is there. |
| 8. 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. |
| 9. THE ROADMAP - MVP LAUNCH | 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 break down of the resources, and steps needed to implement the project is there. |