Shell LiveWIRE Smarter Future Programme Judging Criteria

The below criteria will apply for the scoring of entries for the 2016 Shell LiveWIRE Smarter Future Programme.

The scoring is a two stage process:

Stage 1

The first stage is a sift carried out by the Shell LiveWIRE team based on the criteria below. The judges will provide a score out of 10 for each of the following questions/criteria:

1. On the whole, is the business model robust?
2. How likely is the business/project to succeed?
3. How clear is the strategy for the project/business?
4. To what extent does the business idea provide a solution to transport, food, energy, or natural resource challenges, or issues facing our urban environments?
5. Has the applicant demonstrated that he/she has the necessary skills to succeed?
6. Is there clear evidence of a market?
7. Is there a clear and feasible route to market?
8. Is the business or project innovative?
9. Is there evidence that £5,000 will make a difference to the business?
10. In your opinion, is the idea worth funding?

Stage 2

Stage one will produce a shortlist of five entries, which will then be sent out to external judges (normally four). The judges will score the entry based on the following criteria. Each criterion is marked out of ten.

1. Does the description give a clear picture of the business?
2. Is there a clear outline for future financial sustainability?
3. Does the applicant possess the necessary experience/skills to make his/her business a success? If not, is there evidence that he/she is working to acquire these skills?
4. How well does the business idea provide a solution to address the specified issue (e.g. transport, food, energy, or natural resource challenges, or challenges facing urban environments)?
5. Has the applicant provided sufficient evidence to suggest that this idea is feasible and realistic?
6. Has the applicant provided details of their commercialisation strategy and outlined how he/she will bring the idea to market
7. Has the applicant conducted sufficient market research and is there clear evidence of a market?
8. Will £5,000 have a clear impact on the business' growth and development?
9. Overall, is this project or business idea innovative?
10. In your opinion, will the project or business idea have a demonstrable impact on the specified issue (e.g. transport, food, energy, or natural resource challenges, or issues facing urban environments)?