

IBNM | Pitch Evaluation Criteria

Criteria

		Weighting	
1	Relevance of the solution (0: small; 1: medium; 2: large)	Does the solution support and integrate Sustainable Development Goals (3,9,11), the Energy Strategy 2050 and the federal council's climate targets with regard to mobility aspects? Is there credible evidence to support the feasibility of these savings? How realistic is the impact assessment of the proposed innovation? Does the solution integrate into a holistic energy system? Does the solution support switching to environmentally friendly means of transport?	2
2	Novelty of Solution (0: not new; 1: new; 2: breaking new)	What is the problem to be solved? How is the solution novel and innovative? How is it different from prior solutions? How does it advance the state of art? Does it address the needs of science, private / public sector and society?	2
3	Probability of Success (0: small; 1: average; 2: high)	What are the target markets and growth potential for the proposed solution? Is the planning effective and understandable in achieving the proposed solution? How strong is the implementation support and what are the necessary milestones for success?	1
4	Transfer of Results (0: not considered; 1: considered 2: fully considered)	What is the strategy for disseminating the proposed solution and how does it effectively maximize and accelerate learning and diffusion, especially for social innovation?	1
5	Team and Inclusiveness (0: not addressed; 1: addressed; 2: fully addressed)	Does the team have the competence and ability to execute the project, keeping in mind that they will receive support from experts? How are diversity and inclusiveness of the proposal addressed? (e.g. social background & culture, age, plans on delivering social impacts on women, contribution to other initiatives)	1
6	Pitch Performance (0: poor; 1: good; 2: perfect)	Was the team's pitch clear, concise, convincing, enthusiastic? Good timing?	1