



Assessment Guidance

What are we looking for?

Social Impact:

- Clear impact chain linking the organisation's activities and outputs to positive social or environmental outcomes and impact.
- Demonstration of how they will clearly deliver a sustainable long-term impact on the social/environmental issues, beneficiaries, problems that the UK faces.
- Deep understanding of the issues, the existing market, how they will overcome barriers that others have faced.

Business Model:

- A solid understanding of their revenue generating model with realistic evidence-based assumptions, and a plan for social and financial sustainability.
- Demonstration of how the business model is innovative linked to a proven demand for their product/service.
- A clearly defined and realistic marketing and communications strategy which demonstrates a good understand of their target market.
- Identified key strategic relationships and partnerships that will support the organisation's success.
- A good understand of potential risks and where appropriate how the organisation aims to mitigate against these risks.

Team:

- A good team with the skills and drive to deliver the mission and vision.
- A good understanding of potential skills gaps now and in the near future.

Investment Opportunity:

- Clearly identified investment need that supports development of organisation and growth of social impact.
- An understanding of who would invest and why they would choose their venture.
- If no investment will be needed a clear pathway to financial sustainability must be shown.

What we are not looking for:

- Ideas that have no positive social or environmental impact.
- Ideas that are not looking to start to trade within the next 12 months.
- Ideas that have already received significant funding from other sources, thereby reducing the impact of Ingenuity's support.
- Ideas that are not majority owned by the participants (approval will be needed relating to academic IP where ownership is held by their institution).
- Ideas that cause additional environmental damage of the planet (regardless of their chosen Challenge).