

The Green Pursuit, a Sustainability and Innovation Challenge

Application Scoring Rubric

<p>Company Overview /5</p>	<p>Pitch your company in 25 words or less [25 words max - 5 points]</p> <ul style="list-style-type: none"> - Clearly explains what the company does and links company/tech/process to sustainability (2) - Demonstrates impact in industry & environment (3)
<p>Problem & Opportunity /15</p>	<p>Describe the problem you set out to solve or the opportunity you set out to address when the company was started [200 words max - 15 points]</p> <ul style="list-style-type: none"> - True market or environmental need identified (5) - Scope of problem or opportunity indicated (5) - Problem/opportunity has been validated and quantified (5)
<p>Solution /15</p>	<p>Describe the solution - technology or process - that you have developed including any Intellectual Property you have created [200 words max - 15 points]</p> <ul style="list-style-type: none"> - Solution (technology or process) is clearly articulated (5) - Solution is technically feasible and unique/innovative (5) - Solution has been validated at least at lab scale (5)
<p>Team /15</p>	<p>Describe your founding/core team. Include details to illustrate how team competencies and experience are well suited to starting and growing your company while achieving sustainability goals. [200 words max - 15 points]</p> <ul style="list-style-type: none"> - Team or Founders have experience startup or innovation-based businesses (5) - Team or Founders have experience/education specific to the industry/technology/process they have created (5) - No major skills gaps on the founding team or a plan in place to fill those gaps is identified (5)
<p>Sustainability /50</p>	<p>Describe and quantify the impact your business or technology has on one of the key Sustainability Focus Areas (Carbon Footprint, Regenerative Agriculture, Biodiversity, Energy, Plastics). Consider impact to your customer and to sustainability as a whole. Where possible include specific figures, both current and projected [200 words max - 50 points]</p> <ul style="list-style-type: none"> - Clear and direct link to sustainability in Agriculture and Food (10) - Size/scope of the impact is described clearly (10) - Size/scope of the impact is quantified with figures (10) - Application indicates and clearly describes how their solution addresses at least one of the key Sustainability Focus Areas (10) - Sustainability effort has the potential to effect real change in Agriculture and Food and is a core part of the applicant's business (10)
<p>TOTAL</p>	<p>/100</p>