

Ārohia Full Grant Assessment Framework

Ārohia Full Grant Assessment Framework

Market impact

Assessor's Guide - Market Impact assessment considerations:

Customer - segment is clearly identified (not too broad or narrow).

Problem - and its importance to the target customer is clear.

Solution - shows how it works and how it addresses the problem/unmet needs of the customer.

Competition - demonstrates awareness of other competitors/alternative solutions in market, and shows how the proposed solution is sufficiently different/better.

Market Size - shows realistic estimation of the total market size and obtainable share as well as forecast annual growth.

All of the above aspects are supported by clearly stated assumptions or evidence.

Weighting	Scale					
	7	5-6	3-4	2	1	0 (fail)
10%	A compelling case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for a clearly defined market that offers high growth potential.	A strong case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for, a clearly defined market that offers high growth potential. However, evidence relating to one or more of the factors assessed could be strengthened.	A good case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for, a clearly defined market that offers high growth potential. However, a lack of clarity or a weakness regarding one or more of the factors assessed means the case	Some potential for market impact has been demonstrated. However, minimal evidence has been provided to support this and/or weaknesses exist in provided evidence.	It appears this innovation has the potential to appeal to customers. However, there is a significant lack of clarity and/or significant weakness regarding: <ul style="list-style-type: none"> the innovation's appeal or potential benefits, or the nature or growth prospects of the market targeted. 	No potential for market impact has been demonstrated, or the information provided is either insufficient or not clear enough to enable an assessment to be made.

			can not be considered compelling.			
--	--	--	-----------------------------------	--	--	--

Commercial feasibility

Assessor's Guide - Commercial Feasibility assessment considerations:

Team - Clear description of the current team (who they are and what expertise and experience they have to deliver the innovation). If the current team is not sufficient, there is a plan to get the right team, including who and what expertise is needed and how this will be acquired.

Go-to-Market and channels - Realistic plan/strategy to reach the customers and the market, including identification of potential entry challenges or critical barriers and possible mitigation.

Technology roadmap - (If technology is core to the innovation) A realistic roadmap articulating the technology that is essential to the innovation and what needs to be done to prove it further or fully deliver it to the market.

All of the above aspects are supported by clearly stated assumptions or evidence.

Weighting	Scale					
	7	5-6	3-4	2	1	0 (fail)
10%	A compelling case has been made that the applicant has the right team, go-to-market/channel plans and technology roadmap (if applicable) to successfully make, deliver and support the innovation.	A strong case has been made that the applicant has the necessary team, go-to-market/ channel plans and technology roadmap (if applicable) to make, deliver and support the innovation. However, evidence relating to one or more of the factors assessed could be strengthened.	A good case has been made that the applicant has the necessary team, go-to-market/ channel plans and technology roadmap (if applicable) to make, deliver and support the innovation. However, a lack of clarity or a weakness regarding one or more of the factors assessed means the case can not be considered compelling.	The applicant has demonstrated some ability to make, deliver and support the innovation. However, minimal evidence has been provided to support this and/or weaknesses exist in provided evidence.	It appears that the applicant potentially has the capability to deliver. However, there is a significant lack of clarity or significant weakness in their team, go to market/channel plans or technology roadmap (if applicable).	No ability to make, deliver and support the innovation has been demonstrated, or the information provided is either insufficient or not clear enough to enable an assessment to be made.

Commercial viability

Assessor's Guide - Commercial Viability assessment considerations:

Business model and financials - Clear articulation of revenue and pricing strategy. Clearly identified key costs to estimate potential returns. If the business model is the core of innovation, how is it different from the industry norm? Clearly identified risks and mitigation strategy.

Sustainable growth roadmap - A plan to show how the innovation is sustained beyond the period supported by Arohia Innovation Trailblazer Grant support. Any other plans to show how the business will grow over the next 3 - 5 years.

Recent traction and partners - The applicant has clearly achieved early successes and formed relationships with key partners or has a clear plan to establish relationships with other partners essential to the future success of the innovation, and are clear on future outcomes.

All of the above aspects are supported by clearly stated assumptions or evidence.

Weighting	Scale					
	7	5-6	3-4	2	1	0 (fail)
10%	A compelling case has been made that the innovation will be financially successful, based on the applicant's business model and financials, sustainable growth roadmap and recent traction/partners.	A strong case has been made that the innovation will be financially successful. However, the business model, financials, sustainable growth roadmap or recent traction/partners could be strengthened.	A good case has been made that the innovation will be financially successful. However, a lack of clarity or a weakness regarding the business model and financials, sustainable growth roadmap or recent traction/partners means the case can not be considered compelling.	The applicant has provided some indication that the innovation could be financially successful. However, minimal evidence has been provided to support this and/or weaknesses exist in provided evidence.	It appears that the innovation has the potential to be financially successful. However: <ul style="list-style-type: none"> there is a significant lack of clarity or significant weakness regarding their business model/financials or sustainable growth roadmap, or there's no strong indication of any recent traction/partners. 	No indication that the innovation could be financially successful has been demonstrated, or the information provided is either insufficient or not clear enough to enable an assessment to be made.

Novelty

Assessor's Guide - Novelty assessment considerations:

Clear articulation of **how the solution is novel** (e.g. completely new, significant enhancement or significant scaling up of what currently exists). The innovation in Arohia Innovation Trailblazer context is a product, process, services, business model or combination of these.

Clear articulation of the **degree of novelty**, i.e. first in the world, within a sector/industry globally, within Aotearoa New Zealand or within a section/industry in Aotearoa New Zealand.

All of the above aspects are supported by clearly stated assumptions or evidence.

Weighting	Scale					
	7	5-6	3-4	2	1	0 (fail)
35%	The innovation is a world first, and is highly original, unlike most solutions in existence.	The innovation is novel at the global level / at the global frontier. It's not completely new, but may be a significant adaptation or scaling of something that's not entirely original but pushes the boundaries of what is currently known or practised globally.	The innovation is novel to a sector/industry globally.	The innovation is novel to Aotearoa New Zealand.	The innovation is novel within a particular sector or industry in Aotearoa New Zealand.	The innovation shows an insufficient degree of novelty, i.e: <ul style="list-style-type: none"> • it is only new to a region/district/city in Aotearoa New Zealand, or • it only represents an incremental improvement or scaling up of something that already exists, or • the information provided is either insufficient or not clear enough to enable an assessment to be made.

Potential benefits for innovation ecosystem

Assessor's Guide - Potential Benefits for Innovation Ecosystem assessment considerations:

Clear articulation which category(ies) the innovation will benefit, i.e:

- Creation of a new market category or product category
- Introduction of new in-country capability (physical or digital)
- Attraction of expertise to Aotearoa New Zealand
- Exchange of knowledge
- Creation of a more networked ecosystem
- Wildcard benefit.

Clear articulation of how the proposed innovation will provide benefits for the wider innovation ecosystem, excluding the following:

- Direct benefits for the applicant's business
- Benefits for the wider society, culture, economy or environment.

Note, applicants who have overseas expenditure are asked to explain how the location of the activities will not compromise the realisation of benefits to the Aotearoa New Zealand innovation ecosystem. You will need to consider their response in assessing this category.

Weighting	Scale					
	7	5-6	3-4	2	1	0 (fail)
35%	Compelling benefits of great breadth and impact have been identified in one or more benefit categories.	Good to strong benefits have been identified in one or more benefit categories.	Some benefits have been identified that show high breadth and/or impact in at least one benefit category. There may be some weakness in the evidence provided.	One potential benefit has been identified that has sufficient breadth and/or impact, in at least one benefit category. Little or intermediate quality evidence may have been provided.	A potential benefit has been identified in one or more categories. However, the benefit/s identified are at best tenuous. There may be a significant lack of evidence to support the claim of benefits.	No realistic benefit has been identified, or the information provided is either insufficient or not clear enough to enable an assessment to be made.

Reputational Risk

Assessor's Guide - Reputational risk considerations:

Please refer to Grants Reputational Risk Guidelines.

Pass	Fail
The applicant and/or their innovation does not have the potential to bring significant reputational risk or disrepute to Callaghan Innovation, the Government or the Crown.	The applicant and/or their innovation has the potential to bring significant reputational risk or disrepute to Callaghan Innovation, the Government or the Crown.

For use by Grant Evaluation Panel

Pitch Evaluation Sheet - For Grant Evaluation Panel

Criteria	Weighting	What is an innovation trailblazer?	Score (0-7) 0 = Recommended decline: Significant concern that has surfaced during the Panel session that may not have been evident from a written application.
Market impact	10%	A compelling case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for a clearly defined market that offers high growth potential.	
Commercial feasibility	10%	A compelling case has been made that the applicant has the right team, go-to-market/channel plans and technology roadmap (if applicable) to successfully make, deliver and support the innovation.	
Commercial viability	10%	A compelling case has been made that the innovation will be financially successful, based on the applicant's business model and financials, sustainable growth roadmap and recent traction/partners.	
Novelty	35%	The innovation is a world first, and is highly original, unlike most solutions in existence.	
Potential benefits for innovation ecosystem	35%	Compelling benefits of great breadth and impact have been identified in one or more benefit categories.	
Overall presentation	0%		

Ministerial Direction Evaluation Criteria Mapping

Ministerial Direction Evaluation Criteria	Ārohia Full Grant Assessment Criteria					Work Plan Review
	Market impact	Commercial feasibility	Commercial viability	Novelty	Potential benefits for innovation ecosystem	
The degree of novelty of the innovation proposed by the applicant.						
The potential of the proposed innovation to generate Spillover Benefits.						
The business's potential to deliver the proposed innovation						
Other factors specified by Callaghan Innovation that are consistent with the Policy Objective*.						

**The Policy Objective of this initiative is to encourage New Zealand businesses to engage in innovative activity at the global innovation frontier that is likely to generate significant spillover benefits to the rest of the New Zealand innovation system and the economy more broadly.*

*This initiative seeks to achieve this objective by **supporting non-R&D innovative activity that has the potential to generate significant spillover benefits.***