

Arohia Seed Grant Assessment Framework

Arohia Seed Grant Assessment Framework - Decision Committee

Category	Related Questions in Arohia Seed Grant application	Assessment criteria (Refer to assessment guidance for further clarification on Pass/Fail criteria)	
		PASS	FAIL
Market Impact	<p>Customer Value Proposition</p> <p>4.1.1 Customer Problem/Need</p> <p>4.1.2. Solution-how it works and adds value for customers</p> <p>4.1.3 Competition</p> <p>Market Size</p> <p>4.1.4 Market Size</p>	<p>Shows potential in both of the following:</p> <p>Customer Value proposition shows some potential:</p> <ul style="list-style-type: none"> • Target customer clearly defined • Customer problem/unmet need clearly defined • Proposed solution to address customer problem/unmet need clearly defined, and relevant to addressing the problem/need • There are positive indications a customer segment wants the problem/need solved, and the solution delivers benefit and has some differentiation from competitors, however the extent of this is not sufficiently clear <p>Market size shows some potential - there are positive indications that the solution creates sufficient demand, however the full extent of the opportunity and how</p>	<p>Demonstrates any of the following:</p> <ul style="list-style-type: none"> • Has not provided the required information for a question • The innovation does not show some potential in terms of any of the following: <ul style="list-style-type: none"> ○ Customer Value Proposition ○ Market Size • Applicant's responses are too unclear to ascertain whether the application meets this criteria

Category	Related Questions in Ārohia Seed Grant application	Assessment criteria (Refer to assessment guidance for further clarification on Pass/Fail criteria)	
		PASS	FAIL
		sustainable the demand might not be sufficiently clear	
Novelty	Question 4.2.1	Shows at least the following: Novel to a specific sector or industry in Aotearoa New Zealand An innovation that's adopted for the first time by a specific sector/industry in Aotearoa New Zealand, but has already been adopted by at least one other sector/industry in Aotearoa New Zealand	Demonstrates any of the following: <ul style="list-style-type: none"> ● Has not provided the required information ● Shows insufficient degree of novelty i.e the innovation is: <ul style="list-style-type: none"> ○ new to a region/district/city within Aotearoa New Zealand but exists in another region/district/city in Aotearoa New Zealand ○ new to the applicant's business but is already used by another business in the same industry/sector, and does not represent a significant enhancement in design ○ an incremental improvement eg a minor quality, efficiency or performance improvement; a minor upgrade to an existing product/service; or a simple modification to a core product formulation ○ a brand repositioning of an existing product/service/process in an existing international market ○ a localisation - i.e an adaptation of an existing offering from one market so as to enter a new international market (note that bringing world leading capability into

Category	Related Questions in Ārohia Seed Grant application	Assessment criteria (Refer to assessment guidance for further clarification on Pass/Fail criteria)	
		PASS	FAIL
			<p>Aotearoa New Zealand is eligible for Ārohia support)</p> <ul style="list-style-type: none"> ○ reverse engineering or copying a competitor product, service or process that already exists. ● Applicant's responses are too unclear to ascertain whether the application meets this criteria
Benefits to the Innovation Ecosystem	Question 4.3.1	<p>Demonstrates the following: Shows some potential because it represents one or more of the following:</p> <ul style="list-style-type: none"> ● 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 ● Is a potential wildcard benefit i.e a new benefit suggested by applicant but not previously identified by us. 	<p>Demonstrates any of the following:</p> <ul style="list-style-type: none"> ● Has not provided the required information ● The innovation does not show some potential to benefit the innovation ecosystem in any of these categories: <ul style="list-style-type: none"> ○ 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 ○ a wildcard benefit category i.e. any other potential benefits to the ecosystem suggested by the applicant) ● Applicant's responses are too unclear to ascertain whether the application meets this criteria
Ārohia Seed Grant Work Plan	Refer to Question 4.4.1 and to the Ārohia Seed Grant Work Plan uploaded by applicants	<p>Demonstrates all of the following</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clearly identifies what evidence, or pitch coaching is required 	<p>Demonstrates one of the following:</p> <ul style="list-style-type: none"> ● Has not provided the required information ● Applicant's responses are too unclear to ascertain whether the application meets this criteria

Category	Related Questions in Ārohia Seed Grant application	Assessment criteria (Refer to assessment guidance for further clarification on Pass/Fail criteria)	
		PASS	FAIL
	and the Eligible Activities for the Ārohia Innovation Trailblazer Grant guidance	<ul style="list-style-type: none"> <input type="checkbox"/> Activities proposed to obtain evidence outlined in the Work Plan template (see the example of an Ārohia Seed Grant application), are an appropriate way to obtain the evidence needed <input type="checkbox"/> High-level expected activities/costs outlined in the Work Plan template (see the example of an Ārohia Seed Grant application), are eligible <input type="checkbox"/> Expected costs fall within any eligible expenditure limits that apply to an activity 	<ul style="list-style-type: none"> • The activities proposed are unrealistic and/or bear no relationship to the uncertainties or area of upskilling proposed <p>NOTE -</p> <ul style="list-style-type: none"> - If the expected costs exceed any acceptable expenditure limit that applies to a specific activity, this can be discussed with the applicant; funding will only be approved up to a specified limit.