



## ANNEX 3 – Evaluation Criteria

### I. SCREENING QUESTIONS

**Organization type:** Startup company

**Leadership:** The team must be led by a women

**Geographical area of operations:** Turkey

**Innovation area:**

*General themes:*

Technology-driven innovations that can create replicable and scalable social impact. Example areas include but are not limited to; artificial intelligence (AI), machine learning (ML), Internet of things (IoT), Software as a Service (SaaS), cloud computing, blockchain, wearables, augmented/virtual reality (AR/VR), robotics, cybersecurity, fuel cell, battery technologies, nanotechnologies, and material technologies. Business model innovations and social innovations are also eligible as long as technology is used or developed.

*Special themes:*

The call encourages applications from startups developing and scaling innovations that address gender inequality and its underlying challenges, through one or more of the calls' *special* themes:

- **Women and digital access and use:** Innovations that help bridge the gender digital divide, enabling women and girls to equally access and use digital technologies – from affordable tech and enhancing digital literacy skills to tackling gender stereotypes.

- **Women in the digital economy and STEM:** Innovations that help increase women's active participation in digitally transformed economies or boost opportunities for women to be creators/drivers of innovation – for instance by leveraging the amplifying effect of emerging technologies, or by facilitating access to affordable finance.
- **Women in data:** Innovations that help close the gendered data gap, using gender-sensitive data to improve research, planning, design and monitoring in any field or industry to create better products, services, and policies.

**Industry:** The call has no limitations in terms of market and industry. Applying startups may work in industries such as consumer electronics, e-commerce, education, energy, finance, health, logistics, manufacturing, retail, transportation, or others.

**Innovation stage:** Idea, minimum viable product (MVP), pre-or-post revenue stages

**Application:** Complete and duly submitted, in English, through the Gust platform and before communicated deadline.

## II. PARTICIPANT SELECTION

	Element of evaluation	Metrics for scoring	Maximum weighted score
<b>A.</b>	<b>Feasibility</b> Innovations that are feasibly developed, tested and implemented with available technology and resources, and within 6-9 months.	0% if not demonstrated, not relevant or questionable; up to a maximum 20% when the innovation's feasibility is clearly demonstrated, e.g., through prototype and testing.	20%
<b>B.</b>	<b>Innovation novelty</b> Innovations that use cutting-edge technologies or innovative digital tools, or introduce new ideas, approaches, products or services to a target group.	0% if not demonstrated, not relevant or questionable; up to a maximum 20% when the degree of innovation with consideration of risks is clearly demonstrated, e.g., by showing the disruptive nature of the innovation.	20%
<b>C.</b>	<b>Sustainable development impact potential</b> Business models that can help accelerate the achievement of the Sustainable Development Goals.	0% if not demonstrated, not relevant or questionable; up to a maximum 20% when the potential for sustainable development impact potential is clearly demonstrated.	20%
<b>D.</b>	<b>Management</b> Startups demonstrating the capacity to implement the innovation within 6-9 months. Experts with technical backgrounds to develop prototypes or products must be present.	0% if not demonstrated, not relevant or questionable; up to a maximum 20% when the startup has an established team with clear roles and responsibilities, and required expertise.	20%
<b>E.</b>	<b>Scalability</b> Innovations that are scalable within, or even beyond, Turkey.	0% if not demonstrated, not relevant or questionable; up to a maximum 20% when the innovation's potential for scaling is clearly described, e.g., through market trends and foresight examples.	20%

### III. GRANT AWARD

**Acceptance of conditions:** Organization shall confirm that all terms and conditions under the UNDP General Terms and Conditions and Special Conditions have been accepted without any deviation or reservation.

**Co-financing:** Organization shall provide in-kind or financial co-investment of a minimum 50% of the project's total budget.

**Budget items:** The budget shall clearly specify how the grant will be used. Typical items that can be covered by the grant include, but are not limited to:

- Salaries of project staff
- Business development and other consultancy services
- Small equipment and supplies
- Training and workshop expenses
- Costs including travel connected to the implementation and scaling of the innovation.