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

<table>
<thead>
<tr>
<th>Element of evaluation</th>
<th>Metrics for scoring</th>
<th>Maximum weighted score</th>
</tr>
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<tbody>
<tr>
<td><strong>A. Feasibility</strong></td>
<td>Innovations that are feasibly developed, tested and implemented with available technology and resources, and within 6-9 months.</td>
<td>20%</td>
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<tr>
<td><strong>B. Innovation novelty</strong></td>
<td>Innovations that use cutting-edge technologies or innovative digital tools, or introduce new ideas, approaches, products or services to a target group.</td>
<td>20%</td>
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<td><strong>C. Sustainable development impact potential</strong></td>
<td>Business models that can help accelerate the achievement of the Sustainable Development Goals.</td>
<td>20%</td>
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<tr>
<td><strong>D. Management</strong></td>
<td>Startups demonstrating the capacity to implement the innovation within 6-9 months. Experts with technical backgrounds to develop prototypes or products must be present.</td>
<td>20%</td>
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<tr>
<td><strong>E. Scalability</strong></td>
<td>Innovations that are scalable within, or even beyond, Turkey.</td>
<td>20%</td>
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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.