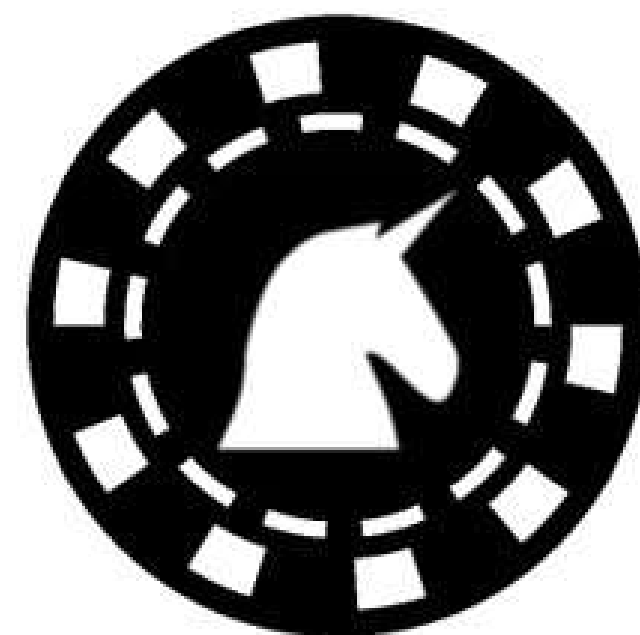


Start up analysis – short format



Betting on Unicorns™

Suite 23 assessment

The model assesses the proposal in six dimensions:

(a) **eligibility** (high/low): how the proposal meets the promoter requirements

(b) **maturity** (high/medium/low): how detailed and comprehensive is the project description

(c) **reliability** (very high, high, medium, low, very low, absent): how the proposal achieves the project's objectives

(d) **soundness** (very high, high, medium, low, very low, absent): how the proposal solutions are supported by correct and rigorous studies and methods, and on valid data

(e) **compliance**: the assessment weights reflect the evaluator goals

(f) **WOW rating** (from 1 to 10): how the project can reflect some present or future trends

The evaluation areas are:

1. **Team** (1.1. engagement, 1.2. female percentage)

2. **Market** (2.1. market existence, 2.2. entry barriers, 2.3. country/regional risk)

3. **Product/service** and competitive landscape (3.1. competitors)

4. **ESG issues** (4.1. environmental, social, governance)

5. **Intellectual property** (5.1. IP ownership, 5.2. International coverage, 5.3. IP strenght).

The labels are:

A> the proposal addresses all issues in a convincing and credible manner

B> the proposal is solid and has all the key features

C> the proposal is acceptable but needs support on one or more key aspects

D> the project has deficiencies on one or more key aspects

E> the project is definitely lacking on multiple aspects

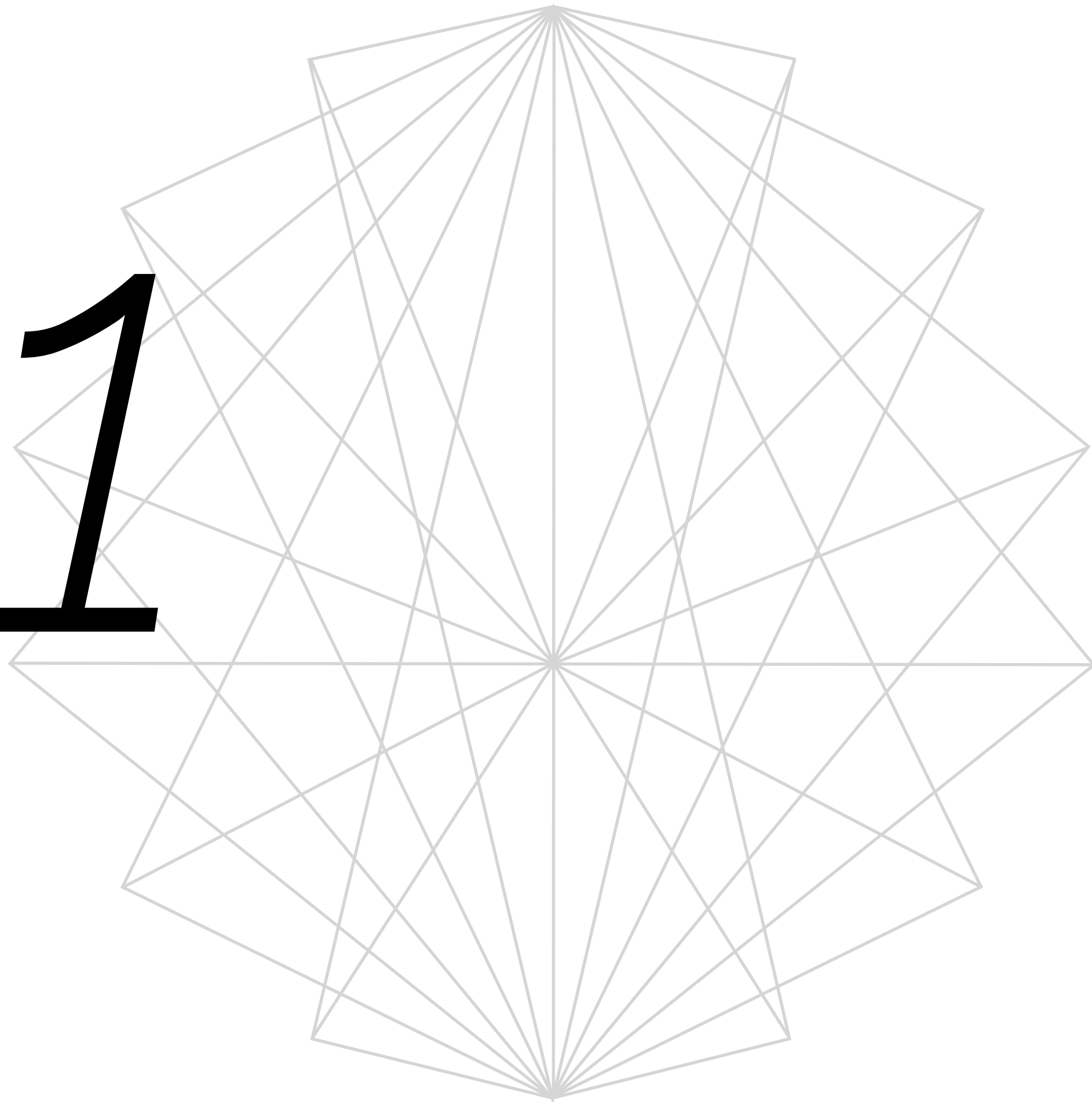
RECONSIDER> at least one specific fundamental element is missing and/or the overall score is insufficient and/or there are insufficient elements

Charts allow to identify the strengths and the weaknesses of the proposal.

Overall assessment*

0

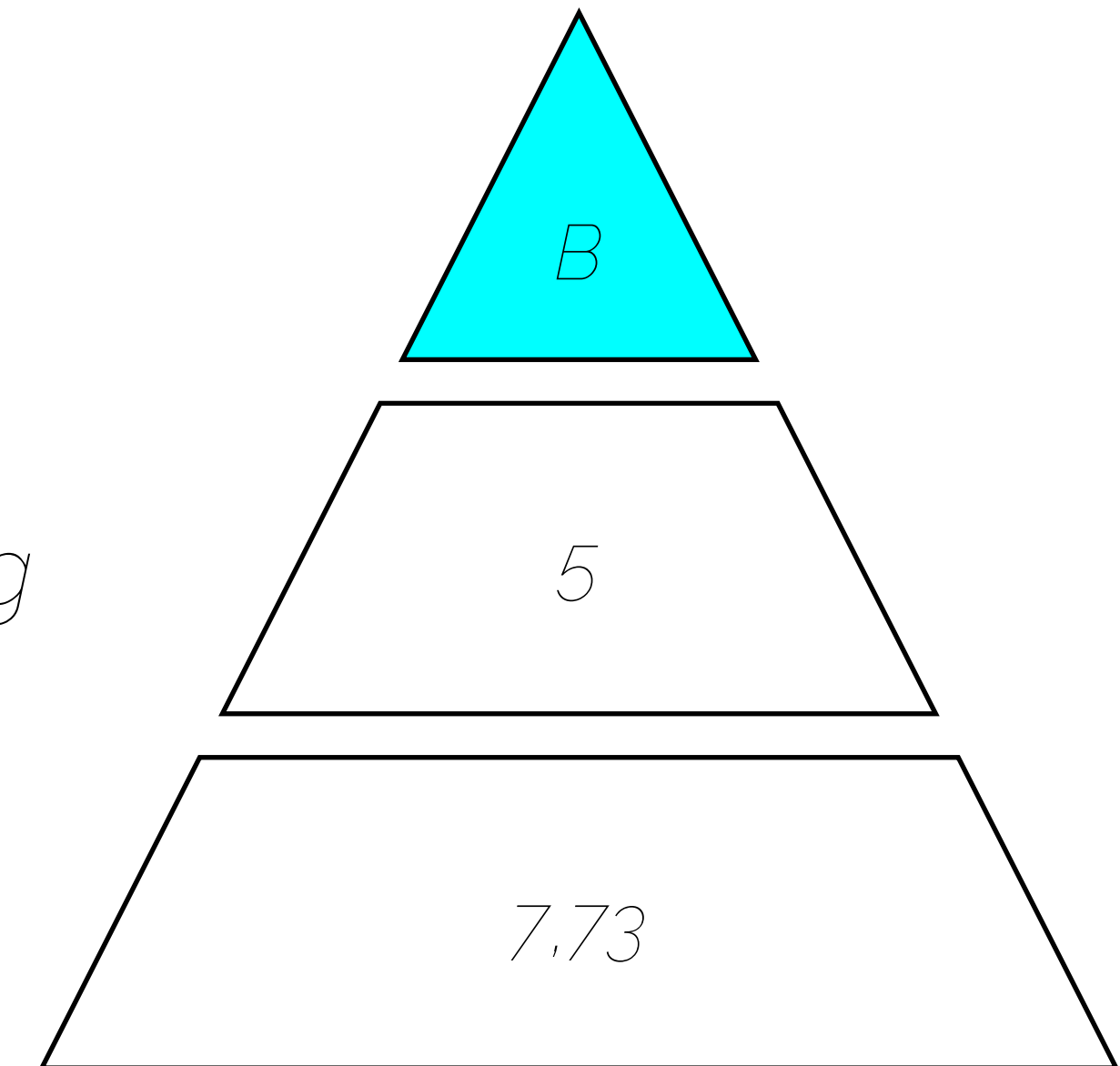
1



#3 Label

#2 WOW rating

#1 Score



*

#1 Score > from 0 to 10 (10 the best)

#2 WOW rating > from 0 to 10 (10 the best)

#3 Label > A, B, C, D, E, RECONSIDER (A the best)

02

Detailed visual charts



Detailed visual charts

03





Suite23

Innovation is seeing what everybody has seen and thinking what nobody has thought. (A. Szent-Gyorgyi)

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