

Appendix 8: Template for Evaluation: Motivation Letters

Title of Challenge:

Company:

Co-creation Team:

Criteria (same for INDUSAC Evaluation Board and for companies):

Evaluation criteria	Weighting	Max scoring	Max scoring with weighting	Score
Team's Motivation	5 %	5	0,25	
Excellence	30 %	5	1,5	
Impact	30 %	5	1,5	
Team and resources	30 %	5	1,5	
Transversal criteria	5 %	5	0,25	
Total	100 %	25	5	

Scoring system with scores 0 to 5 (no decimals).

wherein:

- 0 - Motivation Letter makes no effort to fulfill any of listed aspects
- 1 - Motivation Letter does not address all aspects or covers all aspects poorly
- 2 - Motivation Letter covers all aspects but at least half of them poorly
- 3 - Motivation Letter covers all aspects, some of which are covered poorly while others could be improved
- 4 - All aspects clearly presented but could be improved
- 5 - All aspects clearly and satisfactorily presented

Motivation Letters that receive a score 0 in one or more criteria (1 Motivation, 2 Excellence, 3 Impact, 4 Team and Resources, 5 Transversal criteria) will be automatically rejected.

Accepted Motivation Letters need to receive all together at least 50% of available scores.

Decision (accept / reject): _____

Justification in case of rejection (select one or more options)

- The teams' motivation is not convincing enough and several parts are poorly addressed.
- Excellence: The foreseen approach, the credibility of the proposed methodology, the efficiency and quality of the proposed work are not convincing.
- Impact: The motivation letter does not provide information relevant or credible enough to consider that the team will be able to provide a differentiated or innovative solution that can be successful on the market or relevant for the company.
- Team and resources: One or several of the required aspects, within the team and resources, to develop a solution in a four to eight weeks time frame are missing.
- Transversal criteria: The ideas on how to include transversal criteria within the teams' way to a solution for the challenge are poorly considered.

Evaluation criteria for evaluating the Motivation Letters (from co-creation teams):

(1). TEAM'S MOTIVATION (5%)

- Personal motivation: reflection of a team's enthusiasm for taking on the challenge.
- Did the team introduce the team members? (yes/no)
- Do their strengths and abilities adequately explain the reason why they are suitable? (yes/ no)
- Will they be able to work together as a team? Do they already have team cohesion?

(2). EXCELLENCE (30%):

- Soundness of the approach and credibility of the proposed methodology, according to the expectations of companies.
- Are the efficiency and quality of work related to the challenge well explained?

(3). IMPACT (30%):



- Do you believe the co-creation team will find a solution that can be successful on the market?
- To what level will the potential solution be innovative in regards to the existing solutions on the market (incremental improvement, radical improvement, breakthrough innovation, ...)? Focus on the creativity of how the team predicted their future success and not on a potential solution they might have proposed.
- Has a co-creation team already found out about the companies' competition and how they will try to get to a differentiated solution?
- How important will the project be for the company and how well did the team foresee the impact?

(4). TEAM AND RESOURCES (30%):

- Transversal, entrepreneurial and leadership skills, technical expertise, co-creation teams' ability to take a concept from ideas to market, and their capacity to carry through their ideas and understand the dynamics of the market they are trying to tap into.
- Does the team have specific resources that qualify them as a team specifically to find an excellent solution?
- Is the foreseen time consumption (hours/team member) for the co-creation project sensibly aligned with the project structure, and fitting within the 4-8 weeks time frame?

(5) TRANSVERSAL CRITERIA (5%):

- Does a co-creation team have ideas on how to include 'Environment and low carbon economy contribution', 'Equal Opportunities, Gender balance & Diversity', 'Inclusiveness' or 'Social Impact' within their way to a solution for the challenge?