

Innovation plan

Level of excellence	Very good	Good	Average	Below average (urgent need for action)			Number of points
Innovation content	Innovation content very convincing	Innovation content fairly convincing	Some innovation content evident	Little innovation content	Hardly any innovation content	No innovation content	x 3 (three-fold weight)
Expected customer benefit	Customer benefit was described very convincingly	Customer benefit was described fairly convincingly	Customer benefit was only partially described but has potential	Customer benefit was not described well	Hardly any customer benefit described	No customer benefit described	
Embedment of innovation in business concept	Innovation very convincingly embedded in business concept	Innovation embedded in business concept	Innovation partially embedded in business concept, but has potential	Innovation not well embedded in business concept	Innovation hardly embedded in business concept	Innovation not embedded in business concept	
Implementation plan / Project management	Implementation was described very convincingly	Implementation was described fairly convincingly	Implementation was only partially described but has potential	Implementation was not described well	Hardly any description of implementation	No description of implementation	
Presentation	Presentation was excellent and completely convincing	Presentation was good and reasonably convincing	Presentation was average and only partially convincing	Presentation was not particularly convincing	Presentation was poor	Presentation was very poor	
Points awarded	10	8	6	4	2	0	