



NREL

INDUSTRY GROWTH FORUM

WHERE INVESTMENT MEETS INNOVATION

NREL Industry Growth Forum 2025 Application Guide

Now in its 30th year, the [Industry Growth Forum \(IGF\)](#) is the premier event for climate tech and cleantech entrepreneurs, investors, and experts from industry and the public sector to build relationships, showcase innovative technologies, and identify disruptive business solutions.

The IGF builds on decades of technical expertise and market analysis accumulated at the National Renewable Energy Laboratory (NREL), the nation's only federal lab dedicated to renewable energy and energy efficiency research. We are strongly committed to the IGF mission of connecting cutting-edge startups with motivated investors. These connections are critical to drive innovation to market for impact and we are dedicated to making that a reality. Visit the [IGF website](#) for more information.

Benefits of Applying

As an IGF applicant, you receive:

- Complimentary registration for one (1) attendee to the event and discounted registration for your colleagues
- Application review from leading investors and industry experts
- Early access to sign up for 1:1 networking session with investors
- Dedicated webinars on pitch coaching and financial education
- Opportunity to win the Best Venture overall, Outstanding Venture by track, or People's Choice awards.

Application Timeline:

Submission deadline:	November 11, 2024, at 11.59 p.m. MST.
Application review:	November 18, 2024, to January 9, 2025
Notification of acceptance:	Mid-January 2025

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Application & Selection Process

1. Apply to present at the 2025 NREL Industry Growth Forum [here](#). If you are a new user, please click REGISTER to create an account in the portal. Otherwise, use the LOGIN link to access your account.
2. Refer to the section on Tips for a Robust Application below before starting the application. ***Please remember to download your application for your records.***
3. Deadline for application submission: **November 11th, 2024, at 11.59 p.m. MST.**
4. To be considered, you must pay the application fee (\$400) and complete the required application tasks in the Survey Monkey Apply platform. The application fee includes **one** complimentary registration for one person from your company to attend the IGF. **We will provide you with a discount code and you will have to complete a separate registration form to claim your ticket.** Attendance at the IGF gives you access to some of the most influential venture capitalists and opportunity to meet with them one-on-one.
5. **Eligibility to Apply:** Companies in all development stage are welcome at the IGF. Our selection committee prioritizes climate tech and clean tech companies (ex. minimizing waste and improving resource efficiency, renewable energy, decarbonization, agriculture, grid resiliency.) For a complete list of value aligned technology verticals, see Section A below.

Your company must meet the following eligibility criteria:

- Must be a legally registered entity
 - Must be in the process of raising capital by December 31, 2025. If you are selected to present, we will confirm that you will be raising at the time of the event.
 - Must have a proven technology and prototype
 - **Must not** have presented at any IGF in the past
 - Must accept the terms & conditions
 - i. I understand that this application should not contain any confidential or business sensitive information.
 - ii. I approve this application to be reviewed by the IGF Selection Committee (an independent panel made up of investors, incubators/accelerators, and technical experts).
 - iii. I understand that the IGF team may share that my company applied with the broader NREL ecosystem or other external parties.
6. **Company Tech Type:** Select the technology type that best aligns with your company. This information is used to match your application to reviewers with the most relevant technical expertise.
 7. **Company Stages of Development:** The IGF is committed to providing opportunities for companies at various stages of development. To ensure a fair selection process, each applicant will be evaluated using a rubric specific to their current stage.
 8. Your application's stage category will be assigned based on your technology's stage of development, estimated time-to-market, revenue status, the type of financing you are currently seeking, and the composition of your team.
 9. We will be selecting up to 55 presenting companies for IGF 2025.
 - a. **IGF Pitch Competition (40 companies).** Forty companies will be invited to present live at the IGF. Presenting companies will be divided into tracks based on their development stage.

- b. **Growth Stage Investment Dialogue (up to five presenters and by special invitation upon review).** For the first time, IGF2025 will convene a curated audience of late-stage investors, project developers, and corporate partners in a special session dedicated to the fundraising needs of growth stage companies. Frameworks and decision terminology used to drive the shift from product development to project execution will be central to the dialogue. Selected companies will be invited to present within the dialogue framework.
 - c. **Virtual International Demo Day in February (up to 10 presenters):** To boost innovation and connectivity for emerging and international economies and provide companies access to the cleantech ecosystem in the US, we will host a virtual pitch competition in February of startups headquartered in certain geographies. **Only companies headquartered outside of US, Canada, and Europe are eligible for this track.** Up to 10 companies from these geographies will be selected to present in this competition. The top two winners will be invited to present live at the IGF in March. If your company is headquartered in one of these regions, please reach out to us at igf@nrel.gov for more details as well as a discount on the application fee. We especially encourage applications from [emerging markets](#) as defined by the World Bank (link downloads a spreadsheet).
10. Each application will be reviewed and scored by the IGF Selection Committee, an independent panel of active investors and energy industry professionals. After all applications are reviewed, the selection committee will decide which companies will be invited to present.
 11. Notifications of acceptance for the in-person IGF will be sent by **mid-January 2025**.
 12. Each applicant, regardless of their selection decision, will receive detailed constructive feedback from their reviewers.

How to use the Apply Platform

NREL uses a platform called *Survey Monkey Apply* to collect applications for the Industry Growth Forum.

To create your application:

- 1. Register to apply.**
 - a. New users:** If you are new to Survey Monkey Apply, [register](#) to apply. After entering the name of your company, select **Register** in the top right corner of the browser. Fill out the required fields to create your account. You will receive an email to verify your account. If it does not appear in your inbox, be sure to check your spam folder. You will not be able to submit applications or complete certain tasks until you have verified your email address. Once verified, you will receive another email confirming your registration with a link to the applicant portal. The email address you provide will be the one we use to contact you for further IGF communications.
 - b. Returning users:** If you already have an account with Survey Monkey Apply, enter your email and password to log in. If you don't see the NREL Industry Growth Forum 2025 application, you will have to change your eligibility. Go to your name in the top-right corner and click My Accounts -> Eligibility -> Update Your Eligibility Profile. Select "I am a company or person applying to a program" and "Industry Growth Forum" from the list of programs and save your profile. You should see the NREL IGF 2025 application on the dashboard.
- 2. Start the application.** On the application portal page, select **Start** to begin filling out your application.
- 3. Invite a collaborator.** You can invite your colleague(s) to collaborate on your application. Click on the "Add Collaborator" button on the left and enter your collaborator's email, type of access you want to provide (View only or View + Edit), and an optional message. Your collaborator(s) will receive an email with a link to access the application.
- 4. Complete the "Basic Information" and "Eligibility" tasks first.** If you do not meet the eligibility criteria for applying to the IGF, you will not be able to pay the application fee or complete the application form.
- 5. Pay the application fee. There is a non-refundable application fee of \$400 for the in-person IGF and \$100 for the virtual pitch competition. Only companies headquartered outside of US, Canada, and Europe, can choose between the virtual and in-person pitch competition.** If you are eligible for the virtual pitch competition, reach out to igf@nrel.gov for a discount code. Applying for the in-person pitch competition entitles you to one (1) complimentary full-conference pass to attend the IGF, even if you are not selected to present. **We will provide you with a discount code and you will have to complete a separate registration form to claim your ticket.**
- 6. Complete application tasks.** On the left-hand side of the application screen, you will see a progress bar with the number of application tasks you have completed. Sections A through I are required. To begin, select any of the tasks. While completing a task, you have the following options:
 - **Save & Continue Editing:** Use if you are not done and would like to continue working on the task later. Note, the Survey Monkey Apply platform autosaves every 20 seconds.
 - **Mark as Complete:** You must mark each task as Complete before moving into the next section. Use if you are done with the task. After marking as complete, you will be taken to a page to review your answers. If you would like to make edits, select the **Edit** button in the upper right corner.

7. **Submit the application.** Once you have completed all the tasks, select **Review & Submit**. Review your application, and if you are ready to submit, click **Submit**. Once submitted, you will not be able to make any changes. If you need access after you submit, please reach out to igf@nrel.gov.

Tips for a Robust Application

A well-written application that conveys information about your product and company in a clear and concise manner has a better chance of catching the investors' attention. Here are some tips on how you can write a robust application. Note that these tips serve as a guideline and do not guarantee you will be selected.

- Answer all questions to the best of your ability. Investors need to understand your technology and financials to determine the investment potential. Note that the investor audience is well-versed in climate issues and energy markets - take this into consideration to keep your material concise and focused on your value proposition.
- Be sure to supply enough detail regarding your solution for a technical expert to evaluate for technical merit and novelty.
- Complete the financial table in section G to the best of your ability. Investors are interested in seeing realistic sales and growth projections for the next four years.
- Make use of bullets to improve readability. To highlight a point, use bold or underline. Do not write in all caps.
- Be authentic and use your own language. Avoid using AI-generated responses.
- Proofread your application. Invite a colleague or mentor to review your application before submission.

Application Form

Below are the required application fields you will need to complete. Commentary, hints, and suggestions are provided for you to consider prior to completing your application. Note the associated word limits per field, where applicable.

Basic Information

Please provide information for the primary contact (name, email, and phone number) and company name (as you would like it to appear on the IGF website and other materials).

Eligibility

Answer the questions in this form to confirm that you meet the requirements for applying to present at the IGF.

- 1) Is your start-up a legally registered company? (Yes, No)
- 2) Have you demonstrated the feasibility of the technology in the lab and/or have a working prototype? (Yes, No)
- 3) Are you currently seeking financing, or do you expect to be seeking financing by December 31, 2024? (Yes, No)
- 4) Has your company presented at the NREL Industry Growth Forum in the past? (Yes, No)

Read the Terms and Conditions and select whether you agree or not.

Section A: Company Introduction

Company Name (extracted from the Basic Information section)

Company location

- City
- State

- Province
- Country

If the company is located in regions other than the US, Canada, or Europe, you have the option to participate in the virtual pitch competition (application fee is \$100) or attend the in-person IGF (application fee of \$400 covers registration for one person).

How do you want to participate in the IGF?

- Virtual pitch competition only (reach out to us for a discount code)
- In-person IGF

Company Website

Upload company logo (PNG or JPG Format)

LinkedIn URL (optional)

Year Founded

Are you an IEC portfolio company? (yes/no)

If yes, which program(s) are you a part of?

- Chevron Studio
- Shell GameChanger
- Wells Fargo IN2
- West Gate
- NREL Energy I-corps alumni
- NREL technology licensee

Does your organization identify as any of the following? (optional)

We use this information to strategize our outreach efforts, and the response will not affect your selection.

- Disabled Veteran Business Enterprise
- Veteran-owned business
- Women-owned business
- Minority-owned business
- LGBT-owned business
- None of the above
- Other (please clarify)

Who will be presenting on behalf of your company?

Upload a headshot of your proposed presenter. (PNG or JPG format)

How did you hear about the NREL Industry Growth Forum?

- Investor Referral (please specify)
- Incubator/Accelerator Referral (please specify)
- Networking/Industry Event (please specify)
- Email from NREL Staff

- NREL Newsletter
- IGF Website
- Social Media (please specify)
- Other (please specify)

Have you previously participated in an incubator or accelerator? (yes/no)

If yes, name of incubator/accelerator?

Please select the most applicable technology category from the drop down below.

- Agriculture and Food
- Built Environment
- Electricity (Generation, Use, and Management)
- Enabling Technologies
- Fuels and Chemicals
- Materials and Industrial Manufacturing
- Resource and Climate Management (add)
- Transportation and Mobility

Please select up to three applicable technology type(s) in the Agriculture and Food category:

- Agriculture Innovation
- Agricultural Practices
- Agrivoltaics
- Alternative Proteins & Dairy
- Aquaculture
- Crop Inputs / Nutrition / Fertilizers
- Food & Food Systems
- Food Distribution
- Food Waste
- Indoor agriculture
- IoT / Sensors / Controls
- New Crops
- Packaging
- Regenerative Agriculture
- Synthetic Biology / Genetics

Please select up to three applicable technology type(s) in the Built Environment category:

- Building Technology
- Construction Innovation
- Controls & Automation
- Energy Efficiency
- Heating, Ventilation, Air Conditioning (HVAC)
- Indoor Air Quality
- IoT / Sensors / Controls
- Lighting
- Smart Glass / Coatings
- Sustainable Finance

Please select up to three applicable technology type(s) in the Electricity (Generation, Use, and Management) category:

- Battery Energy Storage
- Cybersecurity
- Demand Response
- Distributed Energy Resources (DER) & Microgrids
- Energy Efficiency & Reduction
- Energy Management & Analysis
- Energy Storage
- Floating PV
- Fuel Cells
- Geothermal Power
- Grid Technologies
- Hydropower
- IoT / Sensors / Controls
- Mechanical Energy Storage
- Nuclear Power
- Power Electronics
- Solar Photovoltaics
- Solar Thermal
- Thermal Energy Storage
- Wave / Tidal / Marine Power
- Wind Power

Please select up to three applicable technology type(s) in the Enabling Technologies category:

- AI / Machine Learning
- Blockchain / Tracking & Tracing
- Data Infrastructure
- Financial Tools
- IoT / Sensors / Controls
- Robotics / Unmanned Aerial Vehicles (UAV)

Please select up to three applicable technology type(s) in the Fuels and Chemicals category:

- Ammonia
- Biofuels
- Biomaterials
- Captured Carbon Utilization
- Electrolyzers
- Fuel Storage & Transport
- Hydrogen
- IoT / Sensors / Controls
- Membranes
- SAF: Sustainable Aviation Fuel
- Sustainable / Alternative Fuels
- Waste to Energy

Please select up to three applicable technology type(s) in the Materials and Industrial Manufacturing category:

- Additive Manufacturing
- Advanced materials
- Biomaterials

- Captured Carbon Utilization
- Circular Economy
- Controls & Automation
- Deep Sea Mining
- High Process Heat
- Low GHG Aluminum
- Low GHG Concrete
- Low GHG Plastics
- Low GHG Steel
- Manufacturing Innovation
- Metals and Mining
- Mining / Resource Extraction
- Packaging
- Waste & Recycling

Please select up to three applicable technology type(s) in the Resource and Climate Management category:

- Air Quality
- Adaptation / Natural Disasters
- Biodiversity and Habitat Preservation
- Carbon Markets
- Carbon Offsets
- Carbon Sequestration
- CCUS: Carbon Capture, Utilization, and Sequestration
- CDR: Carbon Dioxide Removal
- Clean up/Remediation
- Climate Risk
- Desalination
- Direct Air Capture
- Emissions Tracking and Reduction
- Geoengineering
- Industrial Clean Water
- IoT/Sensors/Controls
- mCDR: Marine Carbon Dioxide Removal
- Methane Reduction
- Natural Resource Management
- Natural Systems Restoration
- Nature-based Carbon Removal
- Ocean Alkalinity Enhancement
- Wastewater management
- Water Filtration and Purification
- Water use management

Please select up to three applicable technology type(s) in the Transportation and Mobility category:

- Aviation
- Battery Technology
- Electric Vehicle Charging
- Electric Vehicles
- Fleet Management
- Fuel Cells
- Fuel Efficiency
- IoT / Sensors / Controls

- Maritime
- Micromobility
- Rail
- SAF: Sustainable Aviation Fuels
- Sustainable / Alternative Fuels
- Transportation Infrastructure
- Vehicle Lightweighting / Materials Innovation

Is your technology software, hardware, or both?

- Software
- Hardware
- Both
- Not Applicable

If software, select which category your technology falls under (select one):

- AI or predictive analytics
- AR and VR
- Cryptocurrency-based (Examples, solutions to minimize environmental impact such as track emissions, sell and track clean energy with efficiency and transparency, reduce pollution, etc.)
- Cybersecurity applications
- GIS
- Environmental Monitoring Software (EMS)
- Fintech (examples accountability, carbon credits, energy trading, renewable energy financing, etc.)
- Training tools
- Other (please specify)

What is your development stage?

We will use this information to validate the stage identified by our rubric. (Refer to point # 7 on page 3 of the application guide to see how we determine your development stage.)

- Early (Companies with an innovative lab-tested technology and working towards a prototype)
- Pre-Commercialization (Companies with a prototype or minimum viable product seeking pilots or demonstrations)
- Commercialization (Companies with sound technical validation through at least one pilot or demonstration and ready for commercial-scale production)
- Growth (Companies with a proven technology and significant performance data and ready to scale production)

Is your company is planning to be (or is already) deployed in an emerging economy? (yes/no)

If yes, describe how your company is engaged or plans to be engaged in an emerging economy. (150-word limit)

Section B: Big Picture

Brief elevator pitch for your company (100-word limit)

Entice potential investors to want to hear more, ideally by incorporating quantitative data. Make this clear, succinct, captivating, and easy to understand.

What is the unique value proposition of your technology? (100 words)

What is the specific customer pain your product addresses?

Describe the impact of your technology (100 words)

What is the energy or resource savings? How does it help improve quality of life? What are the societal or environmental impacts?

Upload your slide deck (PDF format)

Use the slide template to tell the story of your company in a concise and persuasive manner. Limit the deck to less than 10MB.

Elevator Pitch Video (optional but highly encouraged)

If desired, upload a video of your elevator pitch (no more than 1 minute in length). File size should not exceed 300MB.

Video Rules:

- 1-minute in length.
- Upload to YouTube: If you don't want others to be able to watch your video, mark it as unlisted. DO NOT mark as private or disallow embedding.
- Include 1 or 2 employees talking to the camera. Please no animation or screenshots.
- No background music.
- Make sure lighting and audio are good. We suggest playing the video yourself to check and make sure you can hear the audio and see the people talking.
- Along with audio quality, please make sure you're speaking clearly. We advise you do not read off a script you wrote beforehand.
- Upload your YouTube link to the Apply platform in the video submission task area. *Note you must upload the youtube.com link not ayoutu.be link*

Section C: Product Description and Plan

Describe your product or service. (200 words)

What is the intended product, use, or service you are offering?

Which of the following best describes the stage of development of your technology? (select one)

- Stage 1: Technology is lab-tested. Working towards a prototype.
- Stage 2: System prototype has been proven in an experimental environment.
- Stage 3: Minimum viable product is ready, or technology has been demonstrated through testing in operational environment.
- Stage 4: Technology is being applied in successful operations with at least one paying customers.
- Stage 5: Technology is being applied in successful operations with multiple paying customers.

Upload an image or graphic of your technology (optional)

In more detail, describe where you are currently in your technical development. (200 words)

Describe the technical milestones your company has achieved to date. What evidence can you present that your product works as advertised? Who has done what validations to support any product claims?

What is your estimated time for commercialization?

- More than 12 months
- Between 6 and 12 months
- Less than six months
- Product is commercially launched in at least one location

- Product is already commercially launched and has established sales and manufacturing channels.

Describe your company's current intellectual property status and plans for the future. (150 words)

Do you have issued patents, pending patent applications, licensing agreements, or trade secrets? Is the investment protected with the patents/know-how? Describe the ownership of public and private sector IP for your technology.

Section D: Market Opportunity & Strategy

Describe your target market. (150 words)

Which market(s) and market segments are you pursuing and why? What is your beachhead market? How big is this market, how fast is it growing, and what portion do you plan to capture? Who is your customer archetype? What other markets can you scale to over time? Identify sources of information used to validate these markets exist.

Describe your competition. (100 words)

What solutions are available in the market today? How will your company displace any incumbents? What are your key differentiators? How large is your economic moat?

Who are/will be your customers? (200 words)

Describe your engagement/discussions with customers to date. How do you currently win customers, or what is your future customer acquisition strategy? How do you/will you reach your customers and grow your customer base?

Section E: Market Traction and Awards

Describe your market traction. (200 words)

How did you validate a need for your technology? How do you/will you reach your customers and grow your customer base? Are there established market streams or purchasing pathways you are targeting?

Describe your plan and need for key partnerships. (75 words)

Describe any likely needed strategic partner(s), when they will be engaged, and the expected roles of these partners. If partners already exist, describe their level and stage of commitment.

List any awards and recognitions you have received (75 words)

This is an opportunity to brag about your selections/wins in any competitions or other awards you have received.

Section F: Business Model

Describe your business model. (150 words)

Indicate your primary revenue streams and describe your distribution channels. What is your expected profit margin? What is your anticipated deployment and scaling strategy?

Which of the following best describes your current revenue status?

- Pre-revenue
- Some revenue from sales or pre-sales received from early customers
- Established revenue streams with plans to expand customer base
- Over \$500k revenue

What is your exit strategy? (75 words)

Section G: Financials

How much sales revenue have you achieved in the last 12 months?

Please indicate US dollar amount.

How much capital have you raised to date (dilutive and non-dilutive)?

Please indicate US dollar amount.

How were the funds used? What milestones did you achieve?

What financing instruments did you raise this through?

Select all that apply. If desired, text boxes can be used to specify sources of funding.

- Crowd Funding
- Debt
- Equity
- Family & Friends
- Grant
- Other Award (please specify)

Which stage of financing are you currently seeking?

- Pre-seed
- Seed
- Series A
- Series B
- Series C
- Series C+

Please fill out the Financial Summary and Projections to the best of your ability. The Selection Committee needs to see the information to gauge your plans to scale.

If you are pre-revenue, you can mark values in the current year (2024) as "N/A" if you don't have them but make sure to enter your projections for 2025 - 2028.

	2024	2025	2026	2027	2028
Employee Headcount					
OPEX (Operating Expense)					
CAPEX (Capital Expense)					
COGS (Cost of Goods Sold)					
Margin (%)					
Revenue from sales					
EBITDA (Operating Income Before Depreciation)					

Funding Required					
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Section H: Next 12 months

Describe your technical development plans for the next year and beyond. (100 words)

What are your next steps for technical development? How do you plan to mitigate future technical risks and barriers?

Will you be conducting a pilot or demonstration in the next 12 months? (yes/no)

If yes, describe your plan for the pilot or demonstration. (150 words)

What do you plan to achieve? Who are your partners?

How much capital are you planning to raise in the next round (dilutive and non-dilutive)?

Please indicate US dollar amount.

What key activities will your next round of funding enable and support? (100 words)

How far will this round take you? Will you need another round? How much and when?

Section I: Team

Which statement best describes the composition of your team?

- For now, the team is comprised of only founders.
- The team is comprised of founders and a few additional staff.
- The team is comprised of founders and a few additional staff. Core operations are being built.
- Essential roles are filled by full-time staff, team headcount is rapidly growing. Operations team in place. Sales strategy can be executed by the team.

Do you have a Board of Directors in place? (yes/no)

How many employees are currently employed by the company?

Please indicate full-time and part-time employees.

List and describe your key team members. (150 words)

What is your team's history of success, experience with the identified market and industry, and in your startup's current stage of venture and growth? What risks has your team mitigated so far? What gaps exist on your team?

List and describe your key advisors and their contributions. (100 words)

This section is two (2) pages. Be sure to advance to page 2 and click the review and submit button when ready.

Please remember to download a copy of your application. Click the three dots next to your application in the portal and click Download.

NREL Industry Growth Forum Scoring Rubric

To what degree do you agree with the following statements about this company? (1 = Strongly Disagree, 5 = Strongly Agree)					
Application Section	Weight	Early	Pre-Commercialization	Commercialization	Growth
Section B & C: Product/Solution	15%	Innovative technology with great commercial promise.	Innovative technology with valid preliminary performance results.	Sound technical validation.	Proven technology with significant performance data available.
		Company has a clear plan for developing the technology into a minimum viable product that can be experimented with in the market.	Minimum viable product is ready and working toward a commercial product.	Clear path to get to commercial-scale production/adoption.	Commercial-scale traction has been proven.
		Initial IP position developed; downstream IP development strategy defined.		IP is holding up against any competitive pressure with plans to develop further as necessary.	Strong IP position established.
Section D & E: Market Opportunity and Strategy	20%	Applicant demonstrates a clear understanding of market dynamics and trends.			
		The target market segment is large enough and/or growing rapidly enough to create an investable opportunity.			
		Value proposition to customers and partners is clearly articulated.			
	Partner and customer acquisition strategy has been identified.	Partners have been approached and feedback has been sought.	Partners have been approached and feedback has been sought. Customers have been engaged.	Market credibility derived from realized sales to key customers	
5%	Initial target market identified and market penetration feasible. Clear competitive advantage.		High potential for market penetration. Competitive advantage remains strong.	High potential to achieve a significant market share. Considerable competitive advantage.	
Section F & G: Business Model and Financials	10%	Business model is supported by market practice and/or clear customer needs.			The business model is proven and innovative.
		Clear representation of target customers and model for doing business. Model demonstrates careful customer discovery and allows for profitability.		Realistic and scalable deployment strategy with strong financial margins is in place. Compelling ROI for end-users and partners identified.	
	10%	The company has demonstrated the ability to attract investment/grant capital, in-kind technical or commercial support, or awards (IP strategy, marketing, additional technical capacity, etc.).		The company has attracted investment capital.	

Section H: Next 12 months	10%	Amount of funding sought and its uses are clearly defined. De-risking plan for technical milestones is clear.	Amount of funding sought and its uses are clearly defined. Commercial launch planned within 12 months.	Amount of funding sought and its uses are clearly defined. Commercial launch expected within 6 months.	Amount of funding sought and its uses are clearly defined. Near-term growth plan will establish pattern for continued successful growth.
		Acquisition plan for physical and HR assets shows intelligent use of capital.			
Section I: Team	15%	Outstanding founder team.	Outstanding management team in place with strong technical support	Outstanding management team is aligned with technical staff.	Outstanding management team in place and operational.
		A solid plan is in place for next key hires.	Core Operations team is being built.		Operations team in place. Sales strategy can be executed by the team in place.
Overall: Investment Potential	15%	The business represents a real investment opportunity with a sizable return.		The business represents a real investment opportunity with a sizable return. Early revenues indicate promising ROI.	The business represents a real investment opportunity with a sizable return. Revenues demonstrate good traction in market.
Total (100%)					
Bonus: Overall Impression "IGF Factor"	up to +10 points	The "IGF-Factor" is your opportunity to provide a subjective perspective, allowing you to give additional points to companies you find particularly compelling for reasons such as quality of application, diversity of founders, uniqueness of technology, impact to underserved markets, etc. Start from a standard assignment of zero points and award extra only for those companies you particularly want to see onstage at the IGF. Please elaborate on your evaluation.			