

ISS National Lab Business & Economic Impact Panel - Proposal Evaluation Rubric

TOTAL SCORE

Proposal Organization		Reviewer					Proposal TYPE Commercial Utilization					
		Non-Compliant (=0)	Poor (=1)	Fair (=2)	Good (=3)	Very Good (=4)	Excellent (=5)	Score	Weighted score	Strength/Justification	Weakness/Justification	Notable Features (Intangible)
Project outcomes can be deployed to serve sizable addressable markets (scalability)	D-1	No discussion of planned market impact is provided	Undefined address of markets, or are highly uncertain or negligible	Addressable markets for the proposed solution are identified, but with little substantiation of market potential	Addressable markets for the proposed solution are identified, with discussion of factors for market scalability	Addressable market for the proposed solution/ product provides some documented market potential (TAM of \$100 million or higher)	Addressable market for the proposed solution/ product provides documented significant market potential (TAM of \$1 billion or higher)		0.00			
Project outcomes are leverageable across other applications, customers or needs	D-2	No discussion of planned market impact is provided	Outcomes are focused on a single application, need, or customer with no ability to leverage	Outcomes have some potential to address more than one applications, needs, customers, and markets	Outcomes may be leveraged to either multiple markets, multiple applications or customers	Outcomes may address two or more multiple applications, needs, customers, and/or markets	The technology maturation is designed so that outcomes may address multiple applications, needs, customers, and markets		0.00			
Project results in Technology/products/solution Innovation and/or market disruption	D-3	No discussion of planned market impact is provided	No evidence provided that target markets are in any way impacted, or that material new market opportunities are created.	Some evidence that the project results will be seen as innovative and attractive to markets	The project represents a unique innovation that may disrupt markets. Potential market share is unclear	The project represents a unique innovation that will be likely to disrupt markets. Products will have documented potential for competitive advantage to win at least a single digit percent market share.	The project represents a unique innovation that will be likely to disrupt markets. Products will have significant competitive advantage and have high potential to win significant (10% or more market share)		0.00			
Project leads to incremental revenue after completion	D-4	No information on revenue expectations	Revenue expectations are stated but unsubstantiated or unlikely to be achieved at material scale	Project revenue expectations stated but not substantiated, but it is reasonable to expect some revenues.	Project revenue expectations are well substantiated and are expected and likely to be material, however the potential outcomes could vary broadly and/or results will require 10 years or more to be realized	Project revenue expectations are well substantiated. Project is expected and likely to result in incremental revenues of \$10M or more per year, achieved within 7 years	Project revenue expectations are well substantiated. Project is expected and likely to result in incremental revenues of \$50M or more per year, achieved within 5 years		0.00			
Sufficient Internal / partner resource commitment is available	D-5	No information provided on resource commitments	50% or less of the full project costs are funded. No evidence of internal or partner capability to commercialize	75% or less of the full project costs are funded. There is some discussion of how access to necessary commercialization resources may be achieved	Project funding is fully established and documented by commitment letter(s). There is some discussion of how commercialization resources may be achieved	Project funding is fully available and documented by commitment letter(s). Funding needs to complete commercialization is discussed in a credible way but may not be fully quantified and addressed.	Project funding is fully available and documented by commitment letter(s). Funding to complete and commercialize the results with significant additional, quantifiable, and identified capital sources		0.00			
Project has feasible commercialization and customer engagement	D-6	No commercialization capability is provided	Low probability that project results will be advanced or deployed. There is no evidence of customer interest or engagement	Some probability that project results will be advanced or deployed, as documented by customer interest or engagement	Proposal provides some understanding of customer capabilities, with a defined commercialization market, leading to a moderate probability of further advancement or deployment	Proposal provides strong understanding of customer capabilities, with a defined commercialization strategy as documented in reported business plan items	Proposal provides strong understanding of customer capabilities, with a well defined commercialization/ operational plan details are provided in concert with a well defined business plan		0.00			