

Ārohia Trailblazer Grant Assessment Framework

(v2 March 2024)

Strength of Evidence

Assessor's Guide - strength of evidence assessment considerations:

In addition to assessment of each of the criteria, there will be a score allocated to the level of evidence provided. Half of the score for each criteria will be based on your information in the application and the other half will be based on the evidence provided

	Scale							
	7	6	5	4	3 (Fail)	2 (Fail)	1(Fail)	0 (Fail)
	Extremely compelling evidence provided, must include multiple sources, including compelling letters of support from credible experts and/or customers.	Compelling evidence provided including specific letters of support from credible experts and/or customers	Compelling evidence from at least one credible source that references the company or project	Strong evidence from sources that may or may not include letters of support from experts and/or customers	Weak evidence from sources that may not be directly related to the innovation that references the company or project	Very weak. Links / references to data that do not directly relate to the company / product	Unsubstantiated evidence / Reported claims with no supporting evidence	Absent of claims and evidence

Novelty

Assessor's Guide - Novelty assessment considerations:

Clear articulation of **how the solution is novel** (e.g. completely new, significant enhancement or significant scaling up of what currently exists). The innovation in the Arohia Innovation Trailblazer context is a product, process, services, business model or combination of these.

Clear articulation of the **degree of novelty**, i.e. first in the world, within a sector/industry globally, within Aotearoa New Zealand or within a section/industry in Aotearoa New Zealand.

All of the above aspects are supported by clearly stated assumptions or evidence (e.g. letter from patent attorney or evidence of patents held or filed) and competitor analysis in the Market Impact section clearly identifies other companies that may be perceived as having a similar offering and how your product is novel in comparison.

Weighting	Scale							
	7	6	5	4	3 (Fail - Trailblazer)	2 (Fail - Both)	1 (Fail - Both)	0 (Fail - Both)
30%	<p>The innovation is a world first and trailblazing.</p> <p>It is completely original, unlike any solution in existence and likely to influence future ways of thinking / living.</p>	<p>The innovation is trailblazing.</p> <p>It's not completely new, but the significant adaptation / application makes it unlike any solution available and pushes the boundaries of what is currently known or practised globally.</p>	<p>The innovation is trailblazing.</p> <p>It's a significant advancement or invention that impacts a specific but important sector or industry and unlikely to impact beyond that specific sector or industry at a global level.</p>	<p>The innovation is trailblazing within Aotearoa New Zealand.</p> <p>It may or may not be completely new, but the significant adaptation / application makes it unlike any solution available and pushes the boundaries of what is currently known or practised within NZ.</p>	<p>The innovation is trailblazing within a specific industry or sector in Aotearoa New Zealand (e.g. construction industry)</p> <p>It's a significant advancement or invention that impacts a specific but important sector or industry and unlikely to impact beyond that specific sector or industry within NZ.</p>	<p>The innovation is technically a new approach or iteration and is an improvement on existing solutions.</p> <p>It may have a global impact.</p> <p>It fails to meet the trailblazer criteria as it does not demonstrate any new or technically challenging aspects.</p>	<p>The innovation is technically a new approach or iteration and is an improvement on existing solutions.</p> <p>It is likely to impact NZ.</p> <p>It fails to meet the trailblazer criteria as it does not demonstrate any new or technically challenging aspects.</p>	<p>There are doubts as to whether it is innovation.</p> <p>The information provided is insufficient or not clear enough to enable an assessment to be made;</p> <p>and/or</p> <p>It is already in market</p>

Potential benefits for innovation ecosystem

Assessor's Guide - Potential Benefits for Innovation Ecosystem assessment considerations:

Clear articulation of how the innovation will create benefits to the Aotearoa New Zealand ecosystem. **How will each of the following enable others to innovate:**

- Introduction of new in-country capability (physical or digital)
- Attraction of highly sought after expertise to Aotearoa New Zealand that does not already exist
- New Exchange of knowledge (e.g. conference presentations, speaking at industry events, collaborating or partnering with others etc following launch of your innovation)
- Creation of a more networked ecosystem (e.g. create new opportunities elsewhere in your value chain or develop facilities or resources that create opportunities for networking and collaboration)
- Where can your innovation set an example and enable innovation by innovators under-represented in the current ecosystem (e.g. regional; sector; ethnic; gender)
- Wildcard benefit (must not include social, environmental, economic benefits).

The following benefits are out of scope and should not be mentioned:

- Direct benefits for the applicant's business
- Benefits for the wider society, culture, economy or environment.
- End user benefits (where the end user isn't an innovator)

Note, applicants who have overseas expenditure are asked to explain how the location of the activities will not compromise the realisation of benefits to the Aotearoa New Zealand innovation ecosystem. You will need to consider the response in assessing this category.

Weighting	Scale							
	7	6	5	4	3 (Fail - Trailblazer)	2 (Fail - Both)	1 (Fail - Both)	0 (Fail - Both)
40%	Compelling benefits of great breadth and impact have been convincingly presented across at least two benefit categories	Strong benefits of breadth and impact have been convincingly presented across at least two benefits categories.	Good benefits have been presented in two or more benefit categories. There may be some weakness in one or more of the responses.	Good or Strong benefits have been presented in only one benefit category. There may be only one benefit presented or other benefits are not presented to a good level.	Good benefits have been presented in one or more benefit categories. There are weaknesses across the responses.	Low impact or tenuous benefits have been presented in one or more benefit categories. There are weaknesses across the responses.	Weak explanations of benefits have been presented in one or more benefit categories.	No realistic benefit has been identified, or the information provided is either insufficient or not clear enough to enable an assessment to be made.

Market impact

Assessor's Guide - Market Impact assessment considerations:

Customer - segment is clearly identified (not too broad or narrow).

Problem - and its importance to the target customer is clear.

Solution - shows how it works and how it addresses the problem/unmet needs of the customer.

Competition - demonstrates awareness of other competitors/alternative solutions in market, and shows how the proposed solution is sufficiently different/better.

Market Size - shows realistic estimation of the total market size and obtainable share as well as forecast annual growth.

All of the above aspects are supported by clearly stated assumptions or evidence.

Weighting	Scale							
	7	6	5	4	3	2	1	0 (fail)
7.5%	A compelling case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for a clearly defined market that offers high growth potential.	A strong case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for, a clearly defined market that offers high growth potential. However, the information provided could be articulated better	A good case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for, a clearly defined market that offers high growth potential.	A good case has been made that the innovation will be attractive to a clearly defined market but growth potential is limited by market size	Some potential for market impact has been demonstrated. However, the information provided is not clearly articulated	It appears this innovation has the potential to appeal to customers. However, there is a significant lack of clarity and/or significant weakness regarding the innovation's appeal; or the nature or growth prospects of the market targeted	It appears this innovation has the potential to appeal to customers however the information provided is insufficient to enable an assessment to be made.	No potential for market impact has been demonstrated, and the information provided is not clear enough to enable an assessment to be made

Commercial feasibility

Assessor's Guide - Commercial Feasibility assessment considerations:

Team - Clear description of the current team (who they are and what expertise and experience they have to deliver the innovation). If the current team is not sufficient, there is a plan to get the right team, including who and what expertise is needed and how this will be acquired.

Go-to-Market and channels - Realistic plan/strategy to reach the customers and the market, including identification of potential entry challenges or critical barriers and possible mitigation.

Technology roadmap - (If technology is core to the innovation) A realistic roadmap articulating the technology that is essential to the innovation and what needs to be done to prove it further or fully deliver it to the market, together with the expected timeframe.

All of the above aspects are supported by clearly stated assumptions or evidence.

Weighting	Scale							
	7	6	5	4	3	2	1	0 (fail)
7.5%	A compelling case has been made that the applicant has the right team, go-to-market/channel plans and technology roadmap (if applicable) to successfully make, deliver and support the innovation.	A strong case has been made that the applicant has the feasibility to make, deliver and support the innovation but, there is a lack of clarity in one of the 3 criteria considerations	A strong case has been made that the applicant has the feasibility to make, deliver and support the innovation but, there is a lack of clarity in two of the 3 criteria considerations	A good case has been made that the applicant has the feasibility to make, deliver and support the innovation.	It appears that the applicant potentially has the capability to deliver. However, there is a significant lack of clarity in one of the 3 criteria considerations	It appears that the applicant potentially has the capability to deliver. However, there is a significant lack of clarity in two of the 3 criteria considerations	It appears that the applicant potentially has the capability to deliver. However, there is a significant weakness in all of their criteria considerations	No ability to make, deliver and support the innovation has been demonstrated, or the information provided is either insufficient or not clear enough to enable an assessment to be made.

Commercial viability

Assessor's Guide - Commercial Viability assessment considerations:

Business model and financials - Clear articulation of revenue and pricing strategy. Clearly identified key costs to estimate potential returns. If the business model is the core of innovation, how is it different from the industry norm? Clearly identified risks and mitigation strategy.

Sustainable growth roadmap - A plan to show how the innovation is sustained beyond the period supported by Arohia Innovation Trailblazer Grant funding. Any other plans to show how the business will grow over the next 3 - 5 years.

Recent traction and partners - The applicant has clearly achieved early successes and formed relationships with key partners or has a clear plan to establish relationships with other partners essential to the future success of the innovation, and are clear on future outcomes.

All of the above aspects are supported by clearly stated assumptions or evidence.

Weighting	Scale							
	7	6	5	4	3	2	1	0 (fail)
7.5%	A compelling case has been made that the innovation will be financially successful, based on the applicant's business model and financials, sustainable growth roadmap and recent traction/partners.	A strong case has been made that the innovation will be financially successful. However, the business model, financials, sustainable growth roadmap or recent traction/partners means the case cannot be considered compelling.	A strong case has been made that the innovation will be financially successful. However, a lack of clarity or a weakness regarding the business model and financials, sustainable growth roadmap or recent traction/partners could be strengthened.	A good case has been made that the innovation will be financially successful. Ongoing viability is not clearly articulated	It appears that the innovation has the potential to be financially successful. Business model appears satisfactory but there's no strong indication of any recent traction/partners	It appears that the innovation has the potential to be financially successful; however pricing and revenue strategy appears overly optimistic	It appears that the innovation has the potential to be financially successful. However there are significant weaknesses in their business model/financials or sustainable growth roadmap	No indication that the innovation could be financially successful has been demonstrated, or the information provided is either insufficient or not clear enough to enable an assessment to be made.

Grant Impact

Assessor's Guide - grant impact assessment considerations:

Question 4.6 in the Trailblazer application form: As is the case with all taxpayer financed grants, It's important that this funding has a material impact on your business and your innovation project, as well as playing a part in driving economic growth and future prosperity in Aotearoa.

In 250 words or less: why is the Arohia Trailblazer Grant specifically important to you and your innovation project?

1. **Impact of Grant funding on NZ innovation ecosystem**
Funding would be attributed to a positive impact on the innovation ecosystem
2. **Company's ability to deliver**
Funding enhances the recipient's ability to deliver their innovation
3. **Speed of delivery**
Funding accelerates the product getting to market
4. **Quality of delivery**
Funding makes a material difference to the overall quality of the innovation
5. **Impact to NZ economy**
Funding would impact the growth of the NZ economy
6. **Impact to the growth of the company**
Funding would directly impact the growth of the recipients business
7. **Wildcard impact of grant**
Funding would directly impact something else that's not been considered

Weighting	Scale							
	7	6	5	4	3	2	1	0 (fail)
7.5%	All 7 met	6 met	5 met	4 met	3 met	2 met	1 met	0 met

Reputational Risk

Assessor's Guide - Reputational risk considerations:

Please refer to Grants Reputational Risk Guidelines.

Pass

The applicant and/or their innovation does not have the potential to bring significant reputational risk or disrepute to Callaghan Innovation, the Government or the Crown.

Fail

The applicant and/or their innovation has the potential to bring significant reputational risk or disrepute to Callaghan Innovation, the Government or the Crown.

Evaluation Sheet

			Claims	Strength of Evidence	Average Score:
Criteria	Weighting	What is an innovation trailblazer?	Score (0-7)	Score (0-7)	Score (0-7)
Potential benefits for innovation ecosystem	40%	Compelling benefits of great breadth and impact have been identified in one or more benefit categories.			
Novelty	30%	The innovation is a world first, and is highly original, unlike most solutions in existence.			
Market impact	7.5%	A compelling case has been made that the innovation will be attractive to, and will address a pressing problem/unmet need for a clearly defined market that offers high growth potential.			
Commercial feasibility	7.5%	A compelling case has been made that the applicant has the right team, go-to-market/channel plans and technology roadmap (if applicable) to successfully make, deliver and support the innovation.			
Commercial viability	7.5%	A compelling case has been made that the innovation will be financially successful, based on the applicant's business model and financials, sustainable growth roadmap and recent traction/partners.			
Grant Impact	7.5%	How strong will the impact of grant funding be on the delivery of the innovation and the benefits			