[20%] Clear market identification: is the target market clearly identified and well specified? Do the target customers represent a homogeneous group? Is customers’ problem clearly identified?

[10%] Direct exploitation: is the partner planning to exploit the knowledge directly?

[20%] Innovation level/type: how much does the knowledge represent an innovation over state-of-the-art? Is it disrupting the target market? How much does it clearly differentiate from existing solutions?

[10%] Competition: Does competition exist for the proposed knowledge? Is competition fragmented? Are competitors clearly identified?

[15%] Maturity: Is there a prototype available? Has it been tested in the lab and in operational environment? What is the TRL?

[15%] Market potential: How big is the target market? How fast is it growing? Has data on market been researched by the knowledge owner?

[10%] Feasibility: What is the potential time-to-market? How many resources need to be mobilised to enter the market?