

ESF Italy Applicant Criteria

SCREENING CRITERIA

If applicant meets one of the following criteria, they will not move forward for the full evaluation:

- Product to be manufactured has not begun manufacturing certification or rejected Italian certification of conforming with regulation according to the product category/industry
- Product to be manufactured has not begun medical certification or rejected Italian certification of conforming with regulation according to the product category/industry
- Product is not COVID-19 related
- Little to no reliable research to back up claims of product efficacy or safety
- No business plan submitted less than 1 year business history
- No documents submitted or substantial documentation missing from application
- No or insufficient "skin in the game"

FINAL SCORE

Based on the Section Scores on the following pages.

SECTIONS	Subtotals
Manufacturing	20
Medical	20
Business	15
Financial	45
BONUS	10

TOTAL PROJECT SCORE /100

EVALUATION CRITERIA:

MANUFACTURING: 20 points total

1.

Technical quality and completeness of the project proposed in terms of technical-industrial sustainability	Score Possible (choose one)
Poor or no description of technical quality in terms of industrial sustainability	0
Present but just sufficiently	1
Well-described and accompanied by coherent and clear documentation (project dossier);	2
Very high quality with clear strategy for technical-industrial sustainability	3
TOTAL	/3

2.

Clarity in the definition of the technological and production objectives	Score Possible (choose one)
Absent	0
Present but just sufficiently	1
Well-described and accompanied by coherent and clear documentation (project dossier);	2
Optimal, detailed and rich in information and supporting documentation for scientific evidence	3
TOTAL	/3

3.

Quality of the methodology and of the implementation procedures	Score Possible (choose one)
Absent	0
Present but just sufficiently	1
Well-described and accompanied by coherent and clear documentation (project dossier);	2
Optimal, detailed and rich in information and supporting documentation for scientific evidence	3
TOTAL	/3

4.

Industrial feasibility and market perspectives	Score Possible (choose one)
Absent	0
Present but just sufficiently	1
Well-described and accompanied by coherent and clear documentation (project dossier);	2
Optimal, detailed and rich in information and supporting documentation for scientific evidence	3
TOTAL	/3

5.

Possession of authorizations and / or certifications of officially accredited body (5 points)	Score Possible (choose one)
Absent	0
application submitted but not yet approved	2
yes, authorization / certification at national level owned	3
yes, authorization / certification at national and European level possessed	4
yes, authorization / certification at national and international level - including validity for U.S.A. possessed	5
TOTAL	/5

6.

Forecast of flexibility and production diversification	Score Possible (choose one)
Absent	0
Present but just sufficiently flexible in manufacturing with 1 products manufactured	1
Acceptable flexibility in manufacturing with 2+ diverse products manufactured	2
Optimal, strong flexibility in manufacturing with 3+ diverse products manufactured	3
TOTAL	/3

Manufacturing Score = ____/20

MEDICAL: 20 points total

1.

Possession of national authorizations and/or certifications of the applicable official accredited body according to the product category	Score Possible (choose one)
Certification/authorization absent	0
Application submitted but not yet approved	4
National authorization / certification held	8

TOTAL /8

Description of the authorization / certification held:

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2.

Possession of International authorizations and/or certifications of the applicable official accredited body according to the product category	Score Possible (choose one)
International Certification/authorization absent	0
Authorization / certification within the EU	1
Authorization / certification at international level - including validity for u.s.a.,	2

TOTAL /2

Description of the authorization / certification held:

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3.

Proof of product’s medical/scientific efficacy:	Score Possible (choose one)
Absent	0
Present but just enough	3
Adequate / sufficiently reported, convincing	5
Well described and accompanied by documentation (reports / research publications/tests)	7
Optimal, detailed and rich information and supporting documentation for Scientific evidence	10

TOTAL /10

[Description of product and documentation owned:

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Manufacturing Score = ____/20

BUSINESS: 15 points total

1.

Strength of Management Experience	Score Possible (choose one)
Weak team with Very little relevant experience managing a successful business	0
Some strengths in team with some relevant experience managing a successful business	2
Adequate team with relevant experience managing a successful business	3
Above average team with experience managing a successful business	4
Exceptional team and experience managing a successful business	5

TOTAL /5

2.

Successful Past Financial History	Score Possible (choose one)
No past history or very poor history	0
A mix of gains and losses; recent history showing losses	3
A neutral mix of negative and positive or break even years; recent history showing close to break even	5
Improving financial history; showing steady profit increase over the last 3 years	7
Exceptional financial history with sizeable increase margins	10

TOTAL /10

BONUS:	Yes = 3 No = 0
Women Owned	3
Southern Italy-based business	3
Minority Owned	3
Environmental considerations	3

TOTAL /12

Business Score = ____/15

FINANCIAL: 45 points total

1. Company/owner investment (skin in the game): **10** points
2. History of Previous funding: 5 points
3. Current negotiations for funding: 5 points
4. Presence of contracts (sales and offtake): **10** points
5. Strength of Financial Projections: 5 points
6. **Strength of Business plan and Bankability (10)**

1.

Company/Owner proposed or actual investment (“skin in the game”) in the project	Score Possible (choose one)
0% company/owner proposed or actual investment in the project	0
<5% company/owner proposed or actual investment in the project	3
5%-10% company/owner proposed or actual investment in the project	5
11%-20% company/owner proposed or actual investment in the project	7
20% + company/owner proposed or actual investment in the project	10

TOTAL /10

2.

History of previous funding in the project	Score Possible (choose one)
No past history of funding	0
Limited funding received for the project	3
Reasonable funding received for the project	5

TOTAL /5

3.

Current negotiations for project funding	Score Possible (choose one)
Not involved in any negotiations nor have identified potential sources of funding	0
Identified potential sources of funding, with initial contact made	2
Beginning stages of funding negotiations	3
Well-into negotiation funding	4
Nearly completed negotiations or have reached an agreement	5

TOTAL /5

4.

Presence of contracts (purchase and off-take/sales)	Score Possible (choose one)
No contracts (neither sales nor offtake)	0
Some beginning discussions for both/either purchase or off-take sales	3
Low value contracts for both/either purchase or off-take sales	5

Sizeable contracts for both/either purchase or off-take sales	7
Well-established contracts with a track record with vendors/clients	10

TOTAL /10

5.

Strength of financial projections	Score Possible (choose one)
No financial projections provided	0
Poor financial projections (not adequately performed or showing poor projects)	1
Marginal strength of financial projections (adequately performed with marginal potential financial growth)	3
Strong financial projections	5

TOTAL /5

6.

Strength of business plan and bankability	Score Possible (choose one)
No business plan present; low probability of bankability	0
Weak business plan but has potential for improvement	3
Average business plan with some likelihood for bankability with some reframing	5
Strong business plan with some improvement needed to improve bankability	7
Exceptional business plan with high bankability	10

TOTAL /10

Financial Score = ____/45