# **Annex D – Evaluation Criteria and Marking of Applications**

Proposals will be assessed using the criteria and scoring scale shown below, designed to identify those proposals which offer the best Value for Money (VFM) overall. Assessors should complete the scoring sheet and provide a supporting narrative to justify their assessments against the following criteria:

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| **Criteria** | **Scoring criteria** | **Percentage Weighting %** |
| **1.Permits** | All projects must have (if appropriate) the correct permits and licences in place to carry out your project. We are unable to fund projects who do not have the correct permits or licences in place by your project start date.  You must state one option within your proposal:   * Yes * No * In process of being applied for * Not applicable | **Not Scored** |
| **2. Preliminary Design** | Proposals are expected toinclude a Preliminary Design (PD) of a National Active Debris Removal mission that is compliant with the National ADR mission Requirements outlined in Annex F of the document pack.  Proposals must meet the minimum accepted criteria for the presented PD, outlined in Annex G.  If applicants have submitted a mission requirement compliant preliminary design to UKSA on any previous occasion, please highlight any differences in this submission in a clear and easily indexable way.  The preliminary design datapack, along with the supporting required documentation, should be supplied as a nested annex and is unlimited in terms of page count. | Pass/Fail |
| **3. Technology Development and Derisking** | Provide a description of your proposed technology which includes a description of the current state of development or readiness of the idea. Proposals should demonstrate their strategic fit to the programme’s aim. Your proposal will detail the main technical challenges you are addressing, the research and development that will prove the scientific, environmental and commercial merit of the project and what might be achieved by deploying the innovation to address the challenge.  Proposals should explain how applicants plan to deliver Task 1 of the scope and the associated deliverables.  Explain:   * The methodology of why you chose the topics/work packages that you are derisking. * How you will approach each of the deliverables in the project scope, including specific details on technical work to be undertaken and how this will increase the maturity of the overall mission. * Quantifiable measures or metrics you will use to assess an increase in technology readiness level of the topics/work packages that you are derisking. * The timelines associated with delivering each of the deliverables. * The expected end point of each of the deliverables .   You can submit an appendix as a PDF containing images and diagrams to support your answer. It can be and up to 15 A4 pages long. The font must be legible at 100% zoom.  **High Scoring applicants** will provide excellent, detailed evidence of how the proposal meets the scope section of the competition brief and have a thorough understanding of how they plan to identify all risks associated with their project and timelines associated with the task. The technical content will clearly outline the proposed work and provide a thorough explanation of how the tasks undertaken improve the maturity of their overall system design. | 35.00% |
| **4. Preliminary Design Cost Refinement & Risk Cost Assessment** | Proposals should explain how applicants plan to deliver the work packages and deliverables under Task 2 and 3 of the scope.  Explain:   * how you will approach each of the deliverables in the project scope * the timelines associated with delivering each of the deliverables. * The expected end point of each of the deliverables   You can submit an appendix as a PDF containing images and diagrams to support your answer. It can be and up to 15 A4 pages long. The font must be legible at 100% zoom.  **High scoring applicants** will provide a comprehensive proposal with a high probability of success, relying on evolvement or deployment of existing and working technologies. Proposals will not contain weaknesses in the techniques and/or technologies to be employed but provide excellent commercial and/or scientific opportunities. Proposals will contain realistic project deliverables against the proposed timescales with strong consideration given to technical risks of the project. Proposals will include robust plans to demonstrate the performance or development of the technology/system. | 25.00% |
| **5.Project plan, management, and assurance** | All projects must be well planned and connected to milestones, key activities and dates. The emphasis throughout should be on practicality. Proposals must provide evidence that the plan is feasible, can be made into a viable product and can achieve the proposed benefits. All projects will need to demonstrate that they have an effective structure in place for managing the administration of the SBRI requested and demonstrate that they have a sound approach to planning to achieve their programme aims on time and within budget. The main risks to the project must be identified provide evidence that these have been mitigated.  You must:   * present the key Deliverables outlined in the Project Management Annex H * identify the project management processes that will ensure you achieve the milestones, including. * provide a clear plan for establishing technical and commercial feasibility. * include details of how you will maintain freedom to operate and fulfil the IP requirements detailed in the contract if you are working with subcontractors.   You must upload a project plan or Gantt chart as an appendix in PDF format and up to 15 A4 pages. The font must be legible at 100% zoom.  Your project milestones must:   * be clear * be defined using SMART (specific, measurable, achievable, realistic and time-bound) criteria * be associated with the appropriate deliverables and payments * indicate your payment schedule by month     Please note information from the finances section will be used to support the assessment of this question. Proposed milestones and associated payments stated in this section must match those entered in the finance summary on your application failure to do so will lead to your project being excluded from consideration.  **High Scoring applicants** will provide a detailed and workable breakdown of the proposed project milestones, key activities and dates. The milestones will be defined using SMART criteria and be fully costed in a way that matches the financial spreadsheet requested in section 3 and be associated with appropriate deliverables. A strong team will be identified and resourced to enable the project to deliver and SBRI funding to be administered correctly. Evidence of good time management, value for money, and clear and focused documentation of progress will be considered. Applicants will demonstrate an approach to risk and programme management that is aligned with industry best practice. Risks to the project will be clearly identified alongside costed and detailed mitigations, providing a clear picture of the practicality and viability of the proposal. | 15.00% |
| **6.Value for Money** | All projects will need to demonstrate that they represent value for money for the taxpayer. This is demonstrated by providing appropriate budgets allocated to appropriate tasks providing significant outputs with excellent value for money.  Please note information from the finances section will be used to support the assessment of this question.  Proposed milestones and associated payments stated in this section must match those entered in the project plan, methodology and risk management section of your application. Failure to do so will lead to your project being excluded from consideration.  Max 10 A4 pages  **High scoring** applicants will:   * Demonstrate a cost-effective proposal * Demonstrate the added value that the investment will bring * Show that the proposed resource is sufficient to deliver in the proposed timelines * Show that the proposed work, level of proposed effort and overall expense is fair, reasonable and will deliver a cost-effective outcome * Present an appropriate amount of resource allocated to work packages * Make good use of existing project technology, outputs and partners to maximise value for money and speed of delivery * Not demonstrate any financial red flags * Use freely available data / platforms where possible * Commit to undertaking monitoring throughout the project and a proportionate evaluation to determine the success of the project. | 15.00% |
| **7.Commercial Potential** | All projects must detail commercial potential. If you are a supplier or integrator, you must focus on your proposed customer’s needs. If you are the intended customer, you must explain how the proposed project meets your needs and route to market. All projects must detail your project’s, timescales, commercial potential for a marketable product, process or service, delivery plan and your expected route to market in sufficient detail to allow for evaluation to be made.    Commercialisation of ideas is the key focus of this SBRI. Your proposal should describe the competitive advantage that your project has over existing or alternative technologies that meet market needs. With the focus on your proposed customer’s needs, you can also mention the future commercial potential across the public or private sector in the domestic market. The demonstration of active support and commitment of potential end customers would strengthen the application. You can submit a letter(s) of support with your application to highlight this commitment.  Your proposal should make it clear how significant the competitive advantage of this technology over existing technologies that meet the market’s needs if such currently exist.  It is also expected that this section details any existing commercial relationships relevant to the project.  Max 4 A4 pages.    **High scoring applicants** will provide reliable evidence with quantification where possible, that their proposal has significant commercial potential and conveys a competitive advantage over existing technology or processes. High scoring applicants will demonstrate that this is achievable to exploit and that there is a plan to do so following the phase 1 or any potential phase 2. Applicants will demonstrate that they have focussed on potential customers needs when designing their project. The potential end customer(s) will be identified, and evidence will be provided to illustrate their commitment and support to the project.  Proposals will explain a clear plan to deliver on the commercial potential as well as an understanding of the route to market. Proposals will seek to develop products or services which will be evidenced as meeting market needs now and in the future. | 5.00% |
| **8.Benefit to the UK** | All projects will need to demonstrate that the investment sought from the UK Government represents clear value for the UK public, through measurable benefits for the UK economy.  Max 4 A4 pages.  **High scoring applicants** will provide excellent, detailed evidence of the benefits that the government funding would enable them to provide to the UK economy, including UK-based employment and contract opportunities. The costs of any activities proposed for funding will be very well justified and strongly linked to outcomes and benefits and where possible the benefits to UK will be quantified. | 5.00% |

**Scoring Guidance**

The proposals will be scored on the scale of 1 to 10 for each criteria using the table below as a guide to the scale. The scores for each criteria will then be weighted using the percentages shown below.

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| **Score** | **Assessment** |
| 0 | No response is offered in respect of the criteria. |
| 1 | An incomplete or very poor response, which fails to address the criteria; and/or the response is not credible, with no evidence to support the claims made meaning there is no confidence of success; and/or the response is assessed as ‘low scoring’ against the scoring criteria shown in the table above. |
| 2 | A poor response which only partially addresses the criteria and would require significant revision to become acceptable; and/or very limited, and inadequate, evidence to support the claims made meaning low confidence of success; and/or the response is assessed as ‘low scoring’ against the scoring criteria shown in the table above. |
| 4 | A limited response with deficiencies apparent against the criteria, requiring some revision to become acceptable; and/or limited evidence provided supporting the claims made meaning limited confidence of success; and/or the response is assessed as ‘low scoring’ against the scoring criteria. |
| 5 | An acceptable response which could have been expanded upon, with identified weaknesses correctable; and/or just sufficient evidence provided in support of the claims made meaning a reasonable confidence of success; and/or the response is assessed as ‘moderate scoring’ against the scoring criteria. |
| 7 | A good response which addresses the criteria well, with identified weaknesses readily correctable; and/or solid evidence provided in support of the claims made meaning a solid level of confidence of success; and/or the response is assessed as ‘moderate scoring’ against the scoring criteria. |
| 9 | A very good response which addresses the criteria very well with very few weaknesses; and/or good evidence provided in support of the claims made meaning a high level of confidence of success; and/or the response is assessed as ‘highest scoring’ against the scoring criteria. |
| 10 | An excellent response which is considered to absolutely address the criteria without weakness; and/or compelling evidence provided in support of the claims made meaning success is considered to be virtually assured; and/or the response is assessed as ‘highest scoring’ against the scoring criteria. |
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