



## Selection criteria Creative Business Boost

Selection Criteria		
<b>Positioning</b>	<ul style="list-style-type: none"> <li>Does the business have a clear business model, positioning, and product?</li> <li>Does the business belong to creative industries?</li> </ul>	Max. 5 points
<b>Maturity</b>	<ul style="list-style-type: none"> <li>Please evaluate the maturity of the business, taking into account its position on the market, as well as whether the enterprise has an established business model, product, and communication and sales channels.</li> </ul>	Max. 5 points
<b>House of Europe priorities</b>	<ul style="list-style-type: none"> <li>Does the project cover at least one House of Europe cross-cutting priority? Those are ecological sustainability, equal opportunities, inclusion, digitalisation, media literacies, discourses of de-colonisation, and cultural heritage preservation.</li> </ul>	Max. 1 point
<b>Scaling</b>	<ul style="list-style-type: none"> <li>Does the business has potential to develop, succeed, and make a more significant contribution to its sector or Ukraine's creative economy?</li> </ul>	Max. 5 points
<b>Impact</b>	<ul style="list-style-type: none"> <li>How do the needs listed match with the opportunities the programme is giving</li> <li>Is there a clear request both for the consultations and the grant?</li> <li>Please evaluate the potential impact of the programme on the business.</li> </ul>	Max. 6 points

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<b>Project</b>	<ul style="list-style-type: none"> <li>▪ Is the proposed project logical?</li> <li>▪ Do the planned activities lead to the implementation of the declared objectives?</li> <li>▪ Does the project contribute to the realisation of the overall strategy of the business?</li> </ul>	Max. 6 points
<b>Budget</b>	<ul style="list-style-type: none"> <li>▪ How realistic is the budget?</li> <li>▪ Do the planned costs contribute to implementing the project activities and objectives?</li> </ul>	Max. 6 points
<b>Additional criteria</b>		
<b>Region</b>	<ul style="list-style-type: none"> <li>▪ The winners must be from different regions of Ukraine</li> </ul>	
<b>Diversity</b>	<ul style="list-style-type: none"> <li>▪ The winners' businesses belong to various creative fields</li> </ul>	