

Rubric Table for TIF

The aim of TIF is to construct fully functional prototypes located on the grounds of Technovation Park as a fully working showcase to exhibit to potential customers and investors visiting the UTM campus.

Target: Pre-commercialisation

Focus on technology ready to enter market

Criteria	Description	Poor	Fair	Satisfactory	Good	Excellent
Market readiness level (20%)	Identifies potential customers and their specific needs or problems to be solved.	No clear identification of potential customers or their needs.	Some potential customers are identified, but their needs and problems are not well understood.	Customers and their needs are somewhat identified, and the value proposition is partially validated (e.g., shows some benefits like being faster, better, or cost-efficient). The product has potential for early adoption but lacks strong market traction.	Clearly defined customer segments with validated needs. The value proposition is well-established and demonstrates competitive advantages. The product is ready for early adopters and has some traction in the market.	Strong market validation with clear customer demand and a well-established value proposition (faster, better, cost-efficient). Strong relevance to policies, industry needs, and scalability.
Technology Development Plan (10%)	Methodology of the project implementation (based on current TRL level to target TRL)	No plan provided	Basic plan	General milestones	Clear plan with timeline	Detailed, achievable roadmap

Market analysis & Competitive strategy(10%)	Shows evidence of market size, trends, and demand for the product/prototype.	No market data	Limited relevance	General market analysis	Strong analysis with data	Comprehensive and validated demand
Roadmap sustainability of product (5%)	Details plans for product improvements, scalability, or technological advancements. Include maintenance plan	No plan provided	Limited improvement plan	Basic technology plan	Clear roadmap with details	Excellent roadmap and milestones
Commercialization Plan / Business Plan(10 %)	Outlines clear commercialization steps, including market entry, partnerships, and benefits to the university.	No plan provided	Unclear or weak strategy	General commercialization plan	Strong plan with clear benefits	Comprehensive plan with significant benefits to the university
Business Model Canvas (BMC) (10%)	Provides clear BMC elements: customer segments, value propositions, channels, revenue streams, and key activities.	No BMC provided	Limited or unclear BMC	Basic BMC with missing elements	Clear BMC with key elements	Comprehensive BMC with well-defined components and market alignment
Financial Plan (10%)	Provides detailed cost breakdown, funding needs, and revenue projections.	No financial plan	Budget unclear	Basic financial data	Clear and reasonable plan	Detailed, accurate projections
Financial Justification & Budgeting (UTM Guidelines) (5%)	Ensures compliance with UTM financial policies, including proper allocation across budget categories (VOT codes). Considering force majeure.	Budgeting does not follow UTM financial policies. Incorrect or missing VOT codes. Financial	Some alignment with UTM financial policies, but contains significant errors in VOT codes or category	Generally follows UTM financial policies, but minor errors exist in VOT codes or allocation. Justification is	Largely adheres to UTM financial policies, with correct VOT codes and logical budget allocation. Justification is	Fully meets UTM financial policies with accurate VOT codes and appropriate budget allocation. Financial

		justification is weak or absent.	allocation. Justification is vague or lacks clarity.	provided but lacks depth. Some budget categories are not well-explained .	clear and reasonable.	justification is well-structured, detailed, and strongly supports budget decisions.
Risk & Mitigation (5%)	Identifies key risks (technical, financial, market) and proposes strategies to mitigate them.	No risks identified	Limited risks addressed	General risks identified	Strong risk management	Comprehensive mitigation plan
Team Capability (5%)	Evaluates the team's ability, skills, and experience to deliver the project or commercialization.	No team identified	Weak team capability	Basic team capability	Strong team with skills	Highly experienced and capable team
Impact and contribution of the project to socio-economic (10%)	Measures how the project benefits society and the economy. Projects should help industries grow, create jobs, improve communities, or solve important problems. Impact can be seen through better productivity, quality of life, or sustainability.	No clear socio-economic impact. No evidence of contribution to society or the economy.	Limited impact with weak connections to socio-economic benefits. Minimal contribution to society or industry.	Some positive impact with moderate socio-economic benefits. Contribution is present but not significant.	Clear socio-economic impact with strong benefits. The project contributes well to society and industry.	High socio-economic impact with significant benefits. Strong contribution to improving society, industry, or the economy.
Collaborator (Bonus) (10%)	Agreement such as LOI, LOC towards commercialisation	No evidence of collaboration or formal agreements (LOI, LOC). No	Some informal discussions with potential collaborators, but no formal	At least one formal document (LOI or LOC) signed with a	Multiple LOIs or LOCs signed, demonstrating strong interest from industry	Well-defined and formalized collaboration agreements (LOI, LOC, or

		engagement with potential partners towards commercialization.	agreements in place. Weak commitment towards commercialization.	collaborator. Some engagement towards commercialization, but commitment or scope is limited.	or partners. Active engagement towards commercialization with clear roles and expectations.	contracts) with strong industry or commercial partners. Clear commitment towards commercialization with structured plans for execution.
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