

GLOBAL INNOVATION HUB

Fast Guide to Successful Innovation

PART
THREE



How to get the most from your corporate cleantech partner

Understand the criteria

You should have a clear sense of what is being evaluated and, if possible, the weight assigned to each of those criteria. In most cases, there will be a standard set of criteria that will be used to make the first cut – applicability of technology, potential impact towards stated goal, cost, etc. – however there may be some unexpected ones. It is always a good idea to check and be sure you understand.

Understand the judges

Getting a sense of who will be reviewing your application will guide your content choices. Will it be a technical reviewing panel? Is it a more managerial funding committee? What are the goals (stated in the brief and unstated) of the organization? Developing responses to their questions before writing your response could prevent you answering the wrong questions.

Use the language and jargon of the challenge host's industry, spend time understanding exactly what they are looking for and positioning your solution in terms of their request.

Align your offering with the solution requested

The judge(s) will probably be sifting through many applications in a short time frame. It is critical to reduce the amount of work they need to do in translating your solution into their world view. Use the language and jargon of the challenge host's industry, spend time understanding exactly what they are looking for and positioning your solution in terms of their request.

Carefully evaluate risk/reward for overinvesting

The first application is usually set up to be easy and pain free for innovators to respond to and describe how their solution can solve the challenge host's problem. However, it is often the tendency of innovators, especially young start-ups, to overcomplicate the response and spend a lot of time crafting their responses (in cases where there is no word limit). Here it is important to remember that the more concisely you relay your solution, the easier it is for an evaluator or multiple evaluators to fairly evaluate you. Do not omit critical pieces of information but do not spend weeks creating intricate models to respond.

Ask for the information you need

If after reviewing all the details available to you (publicly and shared by the challenge host), you get the sense that you are missing a critical piece of information to represent yourself, do not hesitate to request it. It is often better to ask clarifying questions than to make assumptions than open you up to errors.

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