

## **Criteria used in Women TechEU Assessment of Applications**

**The Women TechEU project was extremely successful in attracting a very high number of applications for its open calls for funding. Therefore a flags system was implemented to reduce the number of applications that would move to the external evaluation process. This was a measure implemented with the approval of the granting authority in order to identify the most suitable applicants to the programme while maintaining the budget expenditure under control.**

Applications were assessed through measurable criteria. The assessment considered both the applicant's potential for growth and the strategic alignment of the proposed venture with the objectives of the programme.

The flags took into account the following categories:

### **Success and readiness factors**

Applications were reviewed in relation to the company's innovation potential, including the existence of intellectual property or protected technology underpinning the solution. The assessment considered the applicant's ambition and commitment to pursue further European funding opportunities, such as the EIC Accelerator, as well as the company's online presence and market visibility.

### **Strategic fit with Women TechEU**

Applications were assessed according to their contribution to key European priorities, including the green transition, the social transition and the digital transition. Consideration was given to the geographical distribution of applicants, with attention to countries that have been less represented.

### **Funding and growth potential**

The assessment considered the company's previous access to public or private funding, including grants and equity investments, as an indicator of maturity, traction and potential for future growth.

### **Technology maturity**

Applications were assessed based on the maturity level of the proposed technology, taking into account its stage of development and readiness for further validation, demonstration or market uptake.

### **Women's ownership and leadership**

The assessment also considered the level of ownership held by the woman applicant, positively recognising ventures where women play a more significant role in the company's ownership and strategic direction.