



SELECTION CRITERIA

ACE INCUBATION PROGRAM

1. Academic affiliation

- First order priority: UvA / HvA / VU / Amsterdam UMC or NWO institutes;
- Second order priority: Netherlands-based universities & research institutions;
- Third order priority: EU-based universities & research institutes;
- “Wild card”- innovative tech or science-based international initiatives with a strong reason/preference to be based in Amsterdam.

2. Idea assessment

- Science and tech-based – underlying IP or innovative solution;
- Impact – preference to SDGs or alliance with shareholders policies (e.g., responsible digitization; healthy society & etc.)
- Scalability – is idea capable of being scaled?
- Sizable market – does the market for the idea exist; is it big enough for a scalable business?

3. Founder qualities

- MSc, PhD student, post-doc or faculty;
- Expertise on the subject matter;
- Committed & driven;
- Founder can develop the product (MVP) him/herself or has a right team at hand.

4. Team

- First order priority: at least two co-founders or founder and a team member;
- Second degree priority: sole founder with a strong technical/scientific expertise relevant to the startup;
- Complementary Skillset among team members/co-founders.

5. Time dedication

- First order priority: full time;
- Second order priority: 20h per week;
- Third degree priority: 10h per week.

6. Business model

- Viable business model;
- Sizable revenue of at least \$250k revenue within two/three years;
- Short time to market.