



2.1 Methodological framework for business ideas selection and evaluation

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2.1 Defining Criteria for Business Ideas Selection

Criteria for Business Idea Selection and Evaluation Grid

Evaluation Criteria

Based on the focus group results and the profile of the targeted groups (people with migrant background at the risk of exclusion) the selection criteria for the business ideas are:

A. Business Idea Characteristics

- Innovative: How innovative is this business idea? (1 – not innovative at all, 10- very innovative)
- Sustainable Business Model: Is it Sustainable? (1- not sustainable, 10- completely sustainable)

B. Financial and Other Resources Required:

- Financial Investment: How much money and resources is needed to begin? (1 – a large amount of funding to begin, 10 - minimum amount of funding and resources)
- Number of People Required: How many people does it require for the first months of the business? (1 – more than 10 people, 10 – only one person is enough to begin)
- Legal Requirements (1- it needs many licenses to begin, 10 – it needs 1 or no licenses to begin)
- Profitability Rate: How quickly can the individual expect to profit from this business (1- more than a year after the start, 10 – from the first day)

C. Skills and Experience

- Soft Skills (1- participant requires elaborate soft skill training to become successful in this business, 10 – participant requires minimum soft skill training to become successful in this business)
- Hard Skills (1- participant requires a lot of specialized knowledge to start this business, 2- participant requires a few hard skills to start this business)

D. Replicability and Transferability Potential

- Replicability Potential: This business idea may be transferred to other national contexts (1- It cannot be transferred easily to other national contexts, 10 – it can be transferred very easily to other national contexts)

Evaluation grid	Maximum Score	Business Idea	
		Score	Comments
A. Business Idea Characteristics	20		
Innovative			
Sustainable Business Model			
B. Financial and Other Resources Required	40		
Financial Investment	10		
Number of People Required	10		
Legal Requirements	10		
Profitability Rate	10		
C. Skills and Experience	20		
Soft Skills			
Hard Skills			
E. Replicability and Transferability Potential	10		
Replicability Potential			
Total Score	90		

Figure 1: Evaluation grid