

**Appendix B - Assessment Matrix**

<b>Funding criteria<sup>1</sup> : Costs and/ or projects which relate to the following:</b>	<b><i>Excellent:</i> (Score 3)</b>	<b><i>Good:</i> (Score = 2)</b>	<b><i>Fair:</i> (Score = 1)</b>	<b><i>Poor:</i> (Score = 0)</b>
<b>#1- Reach new customers</b>	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria
<b>#2- Increase the number of employees</b>	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria
<b>#3 - Introduce new products and services</b>	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria
<b>#4 - Improve business premises</b>	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria
<b>#5 - Improve business productivity.</b>	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria

Max score = 15

*1 - Applicants are required to meet at least one of the funding criteria and are scored only against those which are relevant to the funding application, to a maximum score of 15. Applicants must score at least 1 against each relevant criterion.*