

**Social Ventures Incubator-
Application Rubric**

Criteria	Definition/Rationale	Key Questions to think about
Social Mission and Impact	The social venture has a clear and compelling social, environmental, or community mission with realistic social impact	How well-defined is the social mission? Is there evidence of a genuine need or problem being addressed? Are the expected outcomes realistic and achievable? Do they have a good understanding of social enterprise?
Stage of the venture	The social venture is at a stage where it can benefit from the incubators resources; The venture demonstrates signs of traction and/or proof of concept	Is the venture in the early, growth or late stage? Does the venture have any established customers, partners or users? Is there a working product, service or prototype?
Team and Capacity	The social venture has a team (or founder if just one-person) with the right skills and/or experience to grow and succeed	Does the team (or founder) have relevant experience or skills? Is the team structure coherent and capable of executing the ventures plan? Is the team committed to the mission and the development of the venture?
Financial Sustainability and Business Model	The social venture has a clear and viable business model with revenue streams (or a sustainable blend of revenue and funding)	Is there a plan for generating revenue? Is there evidence that it is or could be sustainable? (ie.: business model and, below, related to market research) Does the venture rely on grants and donations or is there a clear path to financial sustainability?
Market Saturation and Competition	The social venture demonstrates clear differentiation/unique value proposition	How competitive is the market for this ventures product or service? Is the market already crowded with similar solutions? Does the venture have a clear differentiation or unique selling point?
Fit with Incubator Resources	The social venture has specific needs that align with the incubators resources, such as funding, mentorship, networking and training	Does the applicant demonstrate an understanding of what the incubator offers and how these resources would support their growth? Is the venture at a stage where they would benefit from the incubators services? Does the SVI training curriculum align with the stated or perceived needs of the venture?