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

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

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

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

5. Time dedication
   a. First order priority: full time;
   b. Second order priority: 20h per week;
   c. Third degree priority: 10h per week.

6. Business model
   a. Viable business model;
   b. Sizable revenue of at least $250k revenue within two/three years;
   c. Short time to market.