<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DESCRIPTION</th>
<th>SCORE</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Embedded positive impact - 15%</td>
<td>We are looking for impact businesses that will create more impact as they scale. We consider: • Intentionality: was the business created to solve a social or environmental problem? • Embeddedness: is positive impact locked into the business model? • Magnitude: is there significant breadth (number of people: local to global) and/or depth (degree of change: marginal to transformational) of impact? • Measurement: is the business tracking and managing to optimize impact? • Impact potential: is the impact potential and/or already realized?</td>
<td>1</td>
<td>Unclear intentionality, positive impact not embedded nor significant potential</td>
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<tr>
<td></td>
<td></td>
<td>2</td>
<td>Clear intentionality and positive impact potential but not sufficiently embedded</td>
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<td></td>
<td></td>
<td>3</td>
<td>Clear intentionality and positive impact potential is embedded, but not measured or realized</td>
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<tr>
<td></td>
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<td>4</td>
<td>Clear intentionality, positive impact is embedded and realized, measurement has started, with a clear path to realize more impact</td>
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<tr>
<td>2. Technological innovation - 15%</td>
<td>We are looking for new and realistic solutions. We consider: • Disruption: is the solution built around unique, protected or hard to reproduce technological or scientific advances? • Sophistication: does the business leverage a solid research base that requires a mix of advanced skills, knowledge, and infrastructure? • Enabling technologies: does the business improve products or service and create new markets to solve major societal and environmental issues?</td>
<td>1</td>
<td>Solution is not innovative (built on existing technology), or not developed by the team, or technology is unproven / unrealistic</td>
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<tr>
<td></td>
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<td>2</td>
<td>Solution builds on or improves existing technology in an innovative way</td>
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<td></td>
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<td>3</td>
<td>Solution is a new and realistic technology</td>
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<tr>
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<td>4</td>
<td>Solution is an inventive and innovative breakthrough technology</td>
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<td>3. Business model sustainability and development plan - 15%</td>
<td>We are looking for businesses that have the potential to be profitable. We consider: • Financial sustainability: does the business have sufficient financial return potential to allow for strategic growth? • Well thought-out model: are expectations (sales cycles, price setting, etc) and models well thought-out and defensible? • Growth strategy: does the business have an expansion plan with clear business and impact goals and resource requirements (people, capital, etc)? • Risk assessment: has the business thoroughly evaluated risks and capabilities? • Monitoring systems: is the business working to set up dynamic mechanisms to monitor execution?</td>
<td>1</td>
<td>Business model is uncertain, unclear or not sustainable</td>
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<tr>
<td></td>
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<td>2</td>
<td>Reasonably clear business model and development plan, but needs validation/de-risking</td>
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<td>3</td>
<td>Well thought-out business model and clear development plan, low risk of failure</td>
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<td></td>
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<td>4</td>
<td>Well thought-out, validated business model and clear development plan</td>
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| 4. Market access strategy - 15% | We are looking for businesses with a clear competitive advantage and a defined market access strategy. We consider:  
- **Unmet need**: has the business identified a large, unmet need in a growing industry (requiring a reasonable level of behavior change)?  
- **Competitive advantage**: does the business have clear, long-term, defensible competitive advantage?  
- **Market share**: could the business secure a big share in the market (#1 or #2)?  
- **Validation and product-market fit**: does the business have evidence of (potential) customer validation and (potential) product-market fit? | 1 | Limited growth potential or unclear competitive advantage |
| 5. Team - 10% | We are looking for a capable team to build the business. We consider:  
- **Complementarity**: is the team diverse, with 2-4 members who complement each other?  
- **Technical skill**: does the team have relevant technical/leadership skills and experience?  
- **Track record**: does the team have track record of execution and/or significant achievement?  
- **Network**: does the team have relevant networks and advisors? | 1 | The team lacks balance, experience and skills to run the business |
| 6. Leadership character of applicant - 15% | We are looking for bold impact leaders, who can attract talent and foster purpose-driven team culture. We consider:  
- **Entrepreneurial spirit**: does the applicant display integrity, motivation and high energy, entrepreneurial approach?  
- **Cartier values**: does the applicant display the following character traits: Curiosity, Open-mindedness, Generosity, Sharing, Respect, Rigor, Independence? | 1 | Limited leadership capacity, little to no character alignment |
| 7. Commitment to CWI vision and community - 15% | We are looking for fellows who will become active, lifelong members of our community. We consider whether the applicant is aligned with:  
- **Our vision**: a world in which every woman impact entrepreneur driving social change can achieve her full potential  
- **Our mission**: to provide women impact entrepreneurs with the necessary financial, social and human capital support to grow their business and build their leadership skills  
- **Women’s empowerment**: does the applicant empower women within their business, including inclusive policies, procedures or processes; as well as engagement with other stakeholders (partners, suppliers, etc.)? Does the applicant empower women through their external engagements? Does the applicant have a desire to share their expertise/contribute to the CWI community? | 1 | Does not seem to understand the CWI vision and mission, and shows little or no commitment to community |
| 2 | Shows some commitment to CWI vision and mission, expresses potential contribution to the community |
| 3 | Committed to CWI vision and mission, as demonstrated with few specific examples |
| 4 | Exemplary commitment to CWI vision and mission embedded in all founder actions (internal and external) |