

IOP Business Innovation Awards

Marking Guidelines 2018

General Guidance

The ownership of evidence is on the applicant and only information given in the application will be taken into account, except for section H (evidence on competitiveness).

Marking Guidelines

The judging panel are only asked to mark the Evidence Sections E -I.

Each section gets marked between 1 – 5 where:

- 1: Failed
- 2: Unsatisfactory
- 3: Good
- 4: Very Good
- 5: Excellent

For an application to be considered for an award, each section must have been marked good (3) or above. To be successful there is an additional requirement that one or more of the section scores must be either very good (4) or excellent (5).

Even if one of the sections is marked below the passing mark (3), the panel will continue marking the other sections. This is important, because there will be a moderated process with all panel members to identify if the application will pass and the judgement on the other sections may need to be taken into account.

Evidence Sections

E: How was the innovation developed

Scoring on the level of involvement in the technical development.

We are looking for evidence that the company made a significant contribution to the technical part of the innovation. The IOP will have checked that the company confirmed that it has contributed to the innovation. But, we ask applicants to provide evidence of this within the application.

Example that does not pass:

A company that is selling someone else's product with no modification even into a different market should not receive the IOP Business Innovation Award.

Example that passes:

Company worked with a university where the university has developed the idea and the concept, but the company has developed the product version.

F: Evidence of the need for the innovation

Scoring on the significance of the need for the innovation

We are looking for a good description of a need/challenge the innovation is addressing. If the applicant has identified a great need that leads to a big impact, then this section will be marked highly.

There is a special case: there is a possibility that the applying company cannot answer this question easily because the challenge came from inside the company. This is particularly likely for a large corporation. If a company group responds to another company group's challenge, they may not have the evidence for the market need and may also be unable to follow up with the impact the product/service made. This evidence was collected by another group which requested the development of the submitted application. In those circumstances the applicant may be unable to provide the evidence but will still be allowed to pass this section. This will be considered when marking answer to section I: Evidence about impact.

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G: Physics evidence and implementation

Scoring on physics

Because it is an award from the Institute of Physics, physics needs to play an important role in the innovation. It has to be based on sound physics principles.

An application with a relatively basic physics principle that is instrumental to the solution will still pass this criterion.

Supporting documentation that the company may have submitted will also be considered in the scoring process.

We have asked if there were challenges in the implementation that needed to be overcome. This question does not need to be answered; however it gives applicants a chance to mention the engineering of the solution which might have been challenging. It is not the key question and not the reason to pass this section of the application if the physics is not the underlying principle for the solution. However, it can elevate the pass mark if the engineering is excellent.

H: Evidence of competitiveness of the innovation

Scoring on the competitiveness of the innovation

We are looking for evidence that the innovation is outperforming competitive solutions. We expect a reference to the state of the art and a convincing argument why the innovation is/was outperforming the state of the art.

If the judging panel have knowledge of the area and are aware of an important competitive solution that was not mentioned in the application this may be considered in the score and marked down. However, if there are many possible competing solutions, then it will be taken into consideration that applicants may have been unable to list them all. In this case the omission of some competitive solutions will not impact your score.

I: Evidence about impact of the innovation

Scoring on a variety of impacts

We want to see that the innovation had an impact. It is important to consider different types of impact. Economic impact is one of them. But we will also take into account wider impacts and if an application cannot provide a considerable economic impact but it can provide an exceptionally strong impact for society or science for example, then this may still be marked highly.

We also want to see a testimony from a customer, which could be an internal or external customer as proof of the impact, which should confirm the points made in the application.

Scorecard Template for BIA Awards

Application	Evidence Section					Total
	E: How	F: Market	G: Physics	H: Competitive	I: Impact	
Company 1						
Company 2						