

**A: Personal experience (Minimum score 30 points)**

Criterion	Totaal points A:	0	Comments	Evidence	Remarks
<b>Education</b> (max. 35 points)	PhD (Doctor) 35 Master (MSc, MBA, MA) 30 Bachelor 20 Intermediate Vocational Education 10			- Copy of diploma requested. - Foreign diplomas must be assessed bij de "Instituut voor Diploma Waardering (IDW).	If no direct relation between education and necessary knowledge for the enterprise: max. 5 points less.
<b>Entrepreneurship experience</b> (max. 35 points)	0-35 points (up to 35 inclusive) <u>less/no points:</u> - experience is not relevant for the enterprise - marginal involvement in the enterprise - experience < 1 year <u>More/max. points:</u> - active founder/owner enterprise - member of the board of directors - > 10 employees - > 5 year experience			- Written evidence necessary (f.i. annual accounts, proof of function within the enterprise etc.)	High scores for this aspect could compensate low scores for other criteria.  Evidence has to be solid and beyond all doubt.  Active involvement: not limited to shareholding or financing.
<b>Work experience</b> (max. 10 points)	Bachelor/Master/PhD 1-<2 year 1 2-< 5 year 5 > 5 year 10  Senior level 1-<2 year 1 2-< 5 year 5 > 5 year 10  Specialist 1-<2 year 1 2-< 5 year 5 > 5 year 10			Written references of former employers necessary.	Evidence has to be solid and function level has to be beyond all doubt.
<b>Income</b> (max. 10 points)	Gross income 12 months prior to application: < € 12.000 0 € 12.000 -< € 25.000 5 € 25.000 -< € 45.000 7 ≥ € 45.000 10			Possible evidence: - (salary) tax assessments - Annual accounts - Annual salary statement	Only salaries related to activities mentioned in applicants' C.V.; amounts are related to Dutch situation; international comparison is necessary.
<b>Experience with The Netherlands</b> (max. 10 points)	Entrepreneurship: - Dutch trade partners or customers 0-4  Culture: - Knowledge of Dutch language level NT2/4 0-2  Education/experience: - Education followed in the Netherlands (min. Intermed. Vocational level 4) or PhD at Dutch university 0-4 - Work experience as knowledge worker (min. Intermed. Vocational level 4)			Written evidence is necessary	Evidence has to be solid and beyond all doubt; NT2 level 4 or more / European frame of reference: level B2 or more. No points in case of visit to relatives, integration course or holiday in The Netherlands.

**B: Business plan (minimum score 30 points)**

<b>Criterion</b>	<b>Totaal points B:</b>	<b>0</b>	<b>Comments</b>	<b>Evidence</b>	<b>Remarks</b>
<b>Potential market</b> (max. 25 points)	<b>Product/service</b> max. 0-10 - features - applications - demand for - unique selling points			Potential market: For all aspects: as much written evidence as possible (patents references etc.).	Potential market: It has to be made credible that a structural position on the market is possible and that the product/service can be sold/distributed at the desired price level with revenues/advantages for the Dutch economy.
	<b>Market analysis</b> max. 0-10 - market survey - potential customers - competition - market barriers - cooperation - risks - marketing/promotion			Scources referred to, have to be generally accepted and/or reputable	
	<b>Price</b> max. 0-5 Clear pricing based on integral cost calculation			Calculation	
<b>Organization</b> (max. 25 points)	0-25 points (up to and incl. 25 pts) - Analysis of relevance of proposed structure, competences, knowledge and skills for product and service	0-10		As much written evidence as possible.	The more written evidence, the more possible points.
	- Possible extra points for cross-sectoral and multidisciplinary organization	0-15			
<b>Financing</b> (max. 50 points)	<b>Solvency ratio</b> (equity / balance total)			For all aspects: As much written evidence as possible; documents have to be approved by an independent expert (f.i. financing aspects could be approved by a Dutch bank)	Financing: - Forecasts for the next three years. - Point of attention is the reality of the underlying premises.  - Revenues for the Dutch economy have to be made credible. - If already active in The netherlands: provision of annual accounts, tax declaration and tax decisions (value added tax as well as income tax). NB: In case of financing by a Dutch bank, the applicant will score 50 points at this criterium.
	<b>Balance total</b> < € 5.000 Even at 100% solvency ratio	0			
	<b>Balance total</b> € 5.000 -< € 25.000				
	<b>Solvency ratio</b> < 20%	0			
	20% -< 35%	1			
	35% -< 50%	3			
	≥ 50%	5			
	<b>Balance total</b> € 25.000 -< € 50.000				
	<b>Solvency ratio</b> < 20%	0			
	20% -< 35%	4			
	35% -< 50%	9			
	≥ 50%	13			
	<b>Balance total</b> > € 50.000				
	<b>Solvency ratio</b> < 20%	0			
	20% -< 35%	9			
	35% -< 50%	16			
	≥ 50%	20			
	<b>Turnover</b> < € 35.000	0			
	€ 35.000 -< € 100.000	5			
	€ 100.000 -< € 250.000	10			
	€ 250.000 -< € 500.000	15			
	≥ 500.000	20			
	<b>Liquidity forecast</b> (positive expectations in): the first year	5			
	the first 2 years	8			
	the first 3 years	10			

**C: Added value for The Netherlands (minimum score 30 points)**

<b>Criterion</b>	<b>Totaal points C:</b>	<b>0</b>	<b>Comments</b>	<b>Evidence</b>	<b>Opmerking</b>
<b>Innovation</b> (max. 20 points)	0-20 points (up to and incl. 20 pts.) - is product/service new for the Dutch market? - New technology in production, distribution, marketing? - Innovative organizational aspects and methods of working?			As much written evidence as possible	Written evidence means higher chance of getting points rather than without evidence.
<b>Creation of labour</b> (max. 40 points)	<u>Number of f.t.e. (excl. applicant):</u> 0,5 -< 2 fte 10 2 -< 5 fte 20 5 -< 10 fte 30 ≥ 10 fte 40 or <u>High level f.t.e.</u> (> € 45.000 yearly salary): 1 -< 3 fte 20 3 -< 6 fte 30 ≥ 6 fte 40			Business plan has to make clear the number and characteristics of new created jobs; concerning this, the reality of the business plan plays an important role.	New jobs and employment of new persons have to be realized within 1.5 years. Het aannemen van ZZP-ers/Freelancers is geen arbeidscreatie
<b>Investments</b> (max. 40 points)	<u>Fixed and intangible assets:</u> € 0 -< € 5.000 0 € 5.000 -< € 50.000 10 € 50.000 -< € 100.000 20 € 100.000 -< 500.000 30 ≥ € 500.000 40			Business plan has to make clear the amount and characteristics of investments; concerning this, the reality of the business plan plays an important role.	Investments which have to be realized within 1 year.
<b>High educated person with a thorough business plan</b>	If the situation mentioned below occurs, criterium C (added value) will be fixed at 30 points. In that case the applicant will get a positive advice. <i>Criterium A (personal experience) and B (business plan) together have a score of at least 90 points and separately have a score of 45 points each and criterium C (added value) does not score 30 points</i>	30			