


Proposal Evaluation Form

Associated with document Ref. Ares(2018)3259471 - 20/06/2018

	EUROPEAN COMMISSION	Evaluation Summary Report
	Horizon 2020 - Research and Innovation Framework Programme	

Call: H2020-SMEInst-2018-2020-2
Funding scheme: SME-2
Proposal number: 830778
Proposal acronym: Irix
Duration (months): 24
Proposal title: Digital trust corridors for matching businesses and workers
Activity: EIC

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	Connaissance Ltd	UK	1,830,878.75	100.00%	1,281,615.13	100.00%
	Total:		1,830,878.75		1,281,615.13	

Abstract:

Trust is becoming a keystone for industry and livelihood in modern society. Trust is at the heart of the sharing economy, which encourages access over ownership. In business, trust reduces transaction friction by diminishing the need to insure against deception. According to PwC, "Trust has become essential in the digital age. It must underpin how you organise and run your business so that you can be successful". Selecting on the basis of trust is key to recruitment in firms, credibility in professional services and even collaboration in research. Category-based search engines, like Google, Yahoo and Bing, have transformed our lives by providing fast and targeted access to information. But these search engines are strikingly ineffective at finding individuals for trust-based relationships: employees, experts, business partners and collaborators. Our solution is Irix, a new trust-based search platform for finding workers, experts and partners by recursively harnessing the trusted contacts between individuals. Humans have a fundamental predisposition towards trust. Trust enables them to make better decisions more quickly. Irix combines the human inclination towards trust with a technology platform to build and track trust corridors. A trust corridor is trust between two people that do not know each other based on a pathway of trusted connections between them. The advantage of trust corridors is that they can dramatically extend the community of people that a Connaissance Ltd is a UK SME dedicated to human-facilitated search. The premiere product of Connaissance is the Irix, a web platform which enables individuals to easily and quickly identify trust corridors through the complex ecosystem networks which connect them to others. Connaissance has offices in London and combines expertise in software design with computational methods for navigating complex networks to establish optimal trust corridors to quickly bring people solutions which they can be confident about.

Evaluation Summary Report

Evaluation Result

Total score: 12.94 (Threshold: 13)

Form information

Scoring:

- The total score is the overall consensus score (weighted sum)
- Criteria scores appear unweighted

For more details on the weighting of scores and thresholds please see the [applicant guidelines](#)

Indicative Appraisal Scale per Sub-Criterion:

- Very Good to Excellent (4.5 – 5)
- Good to Very Good (3.5 – 4.49)
- Fair to Good (2.5 – 3.49)
- Insufficient to Fair (1.5 – 2.49)
- Insufficient (0-1.49)

Operational Capacity

Status: **Operational Capacity: Yes**

If NO, please indicate the partner(s) concerned, and provide a short explanation. In any case, evaluate the full proposal, taking into account all partners and activities.

Not provided

Criterion 1 - Impact

Score: **4.35** (Threshold: 4/5.00 , Weight: -)

The following aspects have been taken into account:

Convincing description of substantial demand (including willingness to pay) for the innovation; demand generated by new ideas, with the potential to create new markets, is particularly sought after.

Total market size envisaged.

Good to Very Good (3.5 – 4.49)

Convincing description of targeted users or customers of the innovation, how their needs have been addressed, why the users or customers identified will want to use or buy the product, service or business model, including compared to what is currently available if anything at all.

Good to Very Good (3.5 – 4.49)

Realistic and relevant analysis of market conditions and growth-rate, competitors and competitive offerings, key stakeholders, clear identification of opportunities for market introduction, market creation or disruption (e.g. via new value-chains).

Good to Very Good (3.5 – 4.49)

Realistic and relevant description of how the innovation has the potential to scale-up the applicant company (or companies). This should be underpinned by a convincing business plan with a clear timeline, and complemented, where possible, by a track-record that includes financial data.

Good to Very Good (3.5 – 4.49)

Alignment of proposal with overall strategy of applicant SME (or SMEs) and commitment of the team behind them. Demonstration of need for commercial and management experience, including understanding of the financial and organisational requirements for commercial exploitation and scaling up (and - Phase 2 only) as well as key third parties needed.

Good to Very Good (3.5 – 4.49)

Realistic and relevant strategic plan for commercialisation, including approximate time-to-market or deployment. Activities to be undertaken after the project.

Good to Very Good (3.5 – 4.49)

European/global dimension of innovation with respect to both commercialisation and assessment of competitors and competitive offerings.

Good to Very Good (3.5 – 4.49)

Evidence of or realistic measures to ensure 'freedom to operate' (i.e., possibility of commercial exploitation), convincing knowledge-protection strategy, including current IPR filing status, IPR ownership and licensing issues. Regulatory and/or standards requirements addressed.

Good to Very Good (3.5 – 4.49)

Overall assessment of the Impact criterion (25% weight in the assessment of this criterion):

Taken as a whole, to what extent are the above elements coherent and plausible

Good to Very Good (3.5 – 4.49)

Criterion 2 - Excellence

Score: **4.15** (Threshold: 4/5.00 , Weight: -)

The following aspects have to be taken into account.

High-risk/high-potential innovation idea that has something that nobody else has. It should be better and/or significantly different to any alternative. Game-changing ideas or breakthrough innovations are particularly sought after. Its high degree of novelty comes with a high chance of either success or failure.

Good to Very Good (3.5 – 4.49)

Realistic description of the current stage of development (TRL 6 or something analogous for non-technological innovations) and clear outline of the steps planned to take this innovation to market.

Note: Please see [part G of the General Annexes](#)

Good to Very Good (3.5 – 4.49)

Highly innovative solution that goes beyond the state of the art in comparison with existing or competing solutions, including on the basis of costs, ease of use and other relevant features as well as issues related to climate change or the environment, the gender dimension, any other benefits for society.

Good to Very Good (3.5 – 4.49)

Very good understanding of both risks and opportunities related to successful market introduction of the innovation from both a technical and commercial points of view. Documentation on the technological, practical and economic feasibility of the innovation.

Good to Very Good (3.5 – 4.49)

Objectives for the innovation proposal as well as the approach and activities to be developed are consistent with the expected impact (i.e. commercialisation or deployment resulting in company growth). Appropriate definition provided of specifications for outcome of project and criteria for success.

Good to Very Good (3.5 – 4.49)

Overall assessment of the Excellence criterion (25% weight in the assessment of this criterion):

Taken as a whole, to what extent are the above elements coherent and plausible.

Good to Very Good (3.5 – 4.49)

Criterion 3 - Quality and efficiency of implementation

Score: **4.40** (Threshold: 4/5.00 , Weight: -)

Technical/business experience of the team, including management capacity to lead a growing team. If relevant, the proposal includes a plan to acquire missing competences, namely through partnerships and/or subcontracting*, and explains why and how they are selected (subcontractors must be selected using 'best value-for-money' principles).

Very Good to Excellent (4.5 – 5)

Availability of resources required (personnel, facilities, networks, etc.) to develop project activities in the most suitable conditions.

Where relevant, complementarity of participants in a consortium.

Where relevant, realistic description of how key stakeholders / partners / subcontractors could be involved* (subcontractors must be selected using 'best value-for-money' principles).

Where relevant, the estimated budget and the procedure planned for selecting the subcontractors are appropriate*.

NOTE: *Subcontracting is acceptable to the extent required for the implementation of the proposed activities. Subcontracting may be an essential part of the implementation of the project, but should not be a disproportionate part of the total estimated

eligible costs. Subcontractors must be selected using 'best value-for-money' principles. document Ref. Ares(2018)3259471 - 20/06/2018

Very Good to Excellent (4.5 – 5)

Realistic timeframe and comprehensive description of implementation (work-packages, major deliverables and milestones, risk management) taking the company's or applicant's innovation ambitions and objectives into account.

Good to Very Good (3.5 – 4.49)

Overall assessment of the Quality and Efficiency of Implementation Criterion (25% weight in the assessment of this criterion)

Taken as a whole, to what extent are the above elements coherent and plausible.

Good to Very Good (3.5 – 4.49)

Subcontracting

Subcontracting is acceptable in terms of 'best value for money except for task(s):

N.B.: A blank section means either a positive assessment of all your subcontracting tasks or that your proposal does not foresee any subcontracting activities.

Use of human embryonic stem cells (hESC)

Does this proposal involve the use of hESC?

No

If yes, please state whether the use of hESC is, or is not, in your opinion, necessary to achieve the scientific objectives of the proposal and the reasons why. Alternatively, please also state if it cannot be assessed whether the use of hESC is necessary or not because of a lack of information.

Not provided

Scope of the proposal

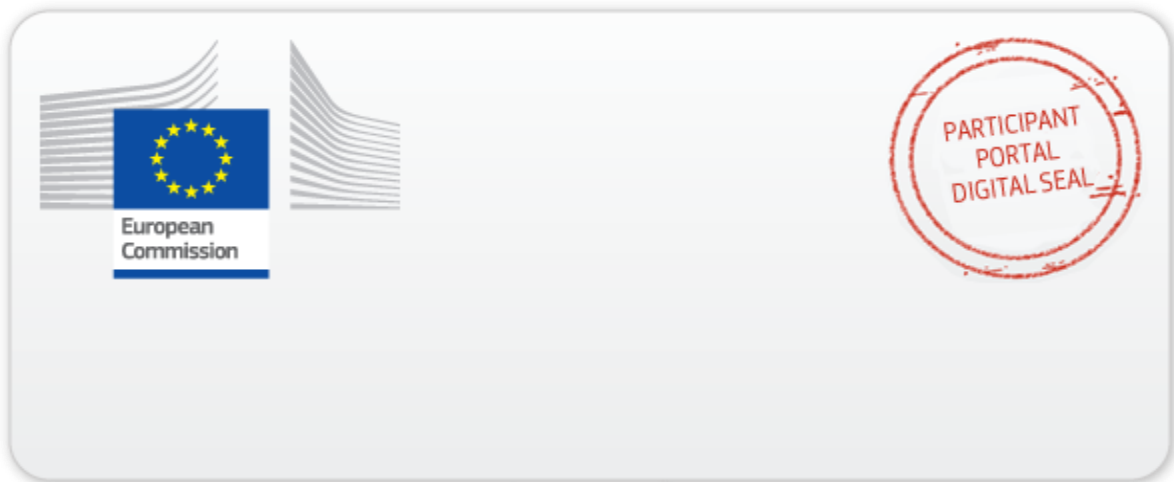
Status: **Yes**

Comments (in case the proposal is out of scope)

Not provided

Overall comments

Not provided



This document is digitally sealed. The digital sealing mechanism uniquely binds the document to the modules of the Participant Portal of the European Commission, to the transaction for which it was generated and ensures its integrity and authenticity.

Any attempt to modify the content will lead to a breach of the electronic seal, which can be verified at any time by clicking on the digital seal validation symbol.