


# Proposal Evaluation Form

Associated with document Ref. Ares(2019)641042 - 04/02/2019

	<b>EUROPEAN COMMISSION</b> Horizon 2020 - Research and Innovation Framework Programme	<b>Evaluation Summary Report</b>
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**Call:** H2020-SMEInst-2018-2020-2  
**Type of action:** SME-2  
**Proposal number:** 859586  
**Proposal acronym:** Irix  
**Duration (months):** 24  
**Proposal title:** Trust-based search engine for businesses and citizens  
**Activity:** EIC

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

## Abstract:

Choosing who to hire is serious business. In some cases, it will be among the most important decisions you make in our life. If you hire the right person, the rewards are manifold. If you get it wrong, it can be a disaster. This holds true for companies seeking full-time employees and consumers looking for tradesmen, doctors or helpers. Little wonder that people invest money in the process: the annual global recruitment market is valued at €0.5 trillion.

But conventional methods of hiring are untrustworthy. Online job searches are inefficient. Headhunters are expensive and unreliable; they know us no better than the candidates they recommend. Meanwhile, we're overlooking a resource that's right under our noses: the wisdom and experience of the Trust is becoming a keystone for industry and society. In business, trust accelerates transactions by reducing the need to insure against deception. In the professional services, trust ensures matched standards between seekers and providers. Trusted recommendations help citizens choose tradesmen, doctors and helpers. And trust is at the heart of the sharing economy, which encourages access over ownership. Web search engines, like Google and Bing, have transformed our lives by providing fast and targeted access to information. But these search engines are not effective at finding individuals for trust-based relationships: employees, consultants, advisors, skilled workers and day-to-day services. The demand for trust-based search is stronger than ever, but technology has yet to meet that demand. Our solution is Irix, a trust-based search platform for finding the people we need by recursively harnessing the trusted contacts between individuals. Selecting on the basis of trust will have broad impacts on how business and citizens fill roles. Irix will benefit recruitment in firms, credibility in the professional services, and the livelihood of skilled workers. It will help citizens make better decisions in the services they choose.

## Evaluation Summary Report

### Evaluation Result

**Total score: 8.48 (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: **2.95** (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.**

Fair to Good (2.5 - 3.49)

**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).**

Fair to Good (2.5 – 3.49)

**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.**

Fair to Good (2.5 – 3.49)

**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.**

Insufficient to Fair (1.5 – 2.49)

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

Insufficient to Fair (1.5 – 2.49)

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

Fair to Good (2.5 – 3.49)

**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.**

Fair to Good (2.5 – 3.49)

**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**

Fair to Good (2.5 – 3.49)

## Criterion 2 - Excellence

Score: **2.85** (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.**

Fair to Good (2.5 – 3.49)

**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](#)**

Fair to Good (2.5 – 3.49)

**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.**

Fair to Good (2.5 – 3.49)

**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.**

Fair to Good (2.5 – 3.49)

**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.**

Fair to Good (2.5 – 3.49)

**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.**

Fair to Good (2.5 – 3.49)

## Criterion 3 - Quality and efficiency of implementation

Score: **2.55** (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).**

Fair to Good (2.5 – 3.49)

**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. 1042 - 04/02/2019

**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.**

Fair to Good (2.5 - 3.49)

**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.**

Insufficient to Fair (1.5 - 2.49)

**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.**

Insufficient to Fair (1.5 - 2.49)

### 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

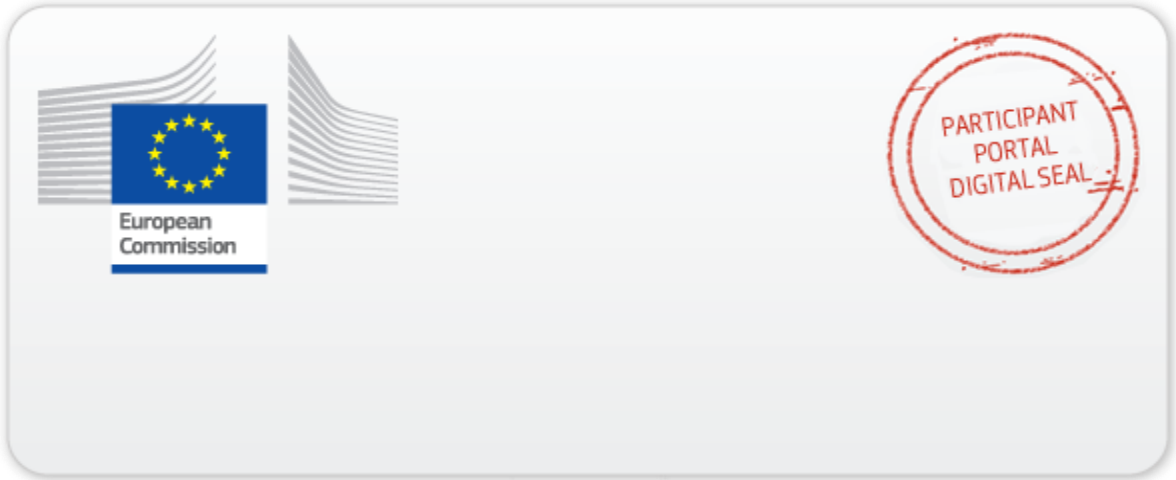
Status: **Yes**

**Comments (in case the proposal is out of scope)**

*Not provided*

### Overall comments

*Not provided*



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