

# Evaluation Process

Below is a general overview of the process startups go through to apply to the Early Adopters Hub

## Initial Review

**PROBLEM | GAP | COMPETITORS**

Complete an initial evaluation form and first call. Focus of evaluation is on understanding the problem being solved, gap in the market being addressed and key differentiator with competitors.

STEP  
01



STEP  
02

## Second Review

**STAGE | FOCUS | PRIORITIES**

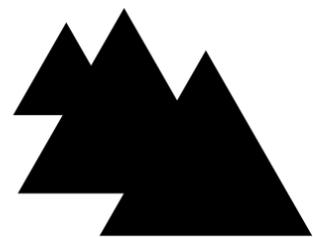
Complete a more comprehensive evaluation form and follow up call focused on the product stage, product demo (if applicable), key priorities and main challenges. This serves to best identify where the Early Adopters Hub can offer the most value.

## Initial Proposal

**INITIAL STRUCTURE | INITIAL PRICING**

Upon successful completion of previous steps, an initial proposal is put forward with a bespoke programme and initial pricing pending on the interest of the accountants in the next stage.

STEP  
03



STEP  
04

## Presentation

**CONNECTING TO ACCOUNTANTS**

Final form to complete focused on the ideal early adopter you wish to work with. Short founder video and short demo video. Presentation to accountants for their decision.



## Final Proposal

**FINAL STRUCTRE | FIRST PAYMENT**

Final proposal based on number of accountants involved and desired scope. Setting of goals, objectives, deliverables and timeline. Signing and payment of 75% upfront.

STEP  
05

# Programme Process

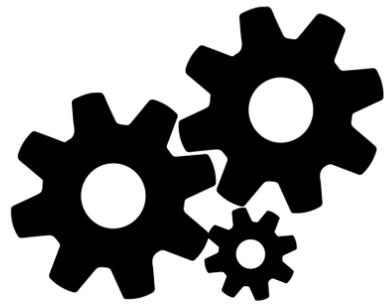
Close support is given during each programme, from formulating best questions to moderating sessions to ensure value is maximised at each interaction

## Scheduling & Prep

### SESSIONS GOALS & OBJECTIVES

Scheduling of programme workshops and individual calls. Workshop preparation, survey design, setting of agenda and main objectives for each session.

STEP  
01

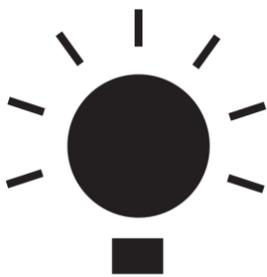


STEP  
02

## Execution

### WORKSHOPS | CALLS | SURVEYS

Programme execution, close support and continuous review and adjustment according to ongoing input and insight, maintaining a clear connection to overall goals, objectives and deliverables.

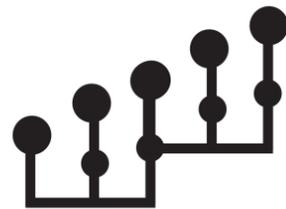


## Half-Way Review

### DELIVERABLES PROGRESS

Review of progress so far, objectives and deliverables achieved and focusing on those not achieved to continuously improve the process.

STEP  
03



STEP  
04

## Completion

### REVIEW | SUMMARY | ACTIONS

Completion of programme. Review of recordings, summary calls, identifying next steps and clear actions derived from the programme.



## Next Stage

Summarise next steps to maximise programme after its completion. Explore opportunities for a continuation into the next programme or consulting services.

STEP  
05