

## Scored Question

### Evaluators Guidance

This document contains the guidance and scoring used by the Evaluators when reviewing your application. The Evaluators will review your answers for each scored question and mark each of them between 1 and 10 (1 being the lowest and 10 being the highest).

Any questions that are not scored will not be reviewed by the Evaluators.

### **Question 7 - What is the potential for your tool to deliver positive outcomes? (20% weighting)**

#### **Applicant Guidance**

How does the project meet the challenge described in the competition scope?

What outcomes will your tools deliver?

You must:

- summarise the evidence based practice your tool aims to support
- provide a description of your proposed idea or technology
- include a description of the current state of development or readiness of the idea

Your answer can be up to 600 words long

You can submit a single appendix containing images and diagrams to support your answer. It must be a PDF no larger than 10MB. It can be up to two A4 pages but must be in 11 point font size.

This question will be scored against this assessment criterion: 'How well does the proposal meet the challenge?'

## **Question 7 - Evaluators Scoring and Guidance**

**Scores 10:** There is clear evidence that the proposal will meet the challenge described in the brief. There is a clear description of the proposed idea or technology. The proposal addresses the opportunity identified, including a full understanding of current state of the development and readiness of the idea. The proposal credibly summarises and shows a full understanding of the evidence based practise the tool aims to support. Outcomes the tool will deliver are well defined and evidenced.

**Scores 7:** There is evidence that the proposal will meet the challenge described in the brief. There is a description of the proposed idea or technology addressing the need and opportunity identified, including a summary of current state of development or readiness of the idea. There is an explanation as to how the tool will support evidence based practise. There is a good awareness of the outcomes the tool will deliver however it needs further development and more evidence provided to support claims.

**Scores 5:** There is little evidence that the proposal will meet the challenge in the brief. There is some description of the proposed idea addressing the need and opportunity identified and the state of readiness of the idea. The idea has not been fully explained. There is some explanation as to how the tool will support evidence based practice. There is some basic awareness of the outcomes the tool will deliver but there is little evidence to suggest that it will bring significant benefits. Further development of the idea is required.

**Scores 3:** There is very little evidence that the proposal will meet the challenge. The idea is poorly defined and there is no summary of the current state of development or readiness of the idea. There is no explanation of the evidence based practice the tool will support. There is some information provided about outcomes but it is not clear as to whether this will bring about a positive impact.

**Scores 1:** There is no evidence the proposal will meet the challenge. There is no clear reason for the project.

## **Question 8. Technical quality and feasibility (15% weighting)**

### **Applicant Guidance**

What are the main technical challenges you are addressing? Who is the technical team? What expertise do they offer?

Explain:

- how you will address the challenge
- what the innovation is
- the main technical deliverables
- how you will use the quality assured library of educational content and code optimised for use with large language models
- the research and development that will prove the scientific, environmental and commercial merit of the project
- what might be achieved by deploying the innovation to address the selected challenge

Describe:

- how each organisation has the skills, capabilities, and experience to deliver the intended benefits
- how much of their time will be spent on the project

Your answer can be up to 800 words long

This question will be scored against this assessment criteria: 'How valid is the technical approach? Does the applicant have the skills, capabilities and experience to deliver the intended benefits?'

### **Question 8 - Evaluators Scoring and Guidance**

**Scores 10:** The technical approach described is valid and is likely to meet the technical challenge. The innovation and the technical deliverables are well defined and evidenced. There is a credible plan for the use of the educational content library in the main technical deliverables. The research & development proving the merit of the project is clearly explained and valid. The outputs that might be achieved by deploying the innovation are well defined and the positive impacts relevant have been described and evidenced. The team described have the relevant skills, expertise and experience, and give confidence that they will successfully deliver the project

**Scores 7:** The technical approach is valid but may not be sufficient to meet the technical challenge. The innovation and the technical deliverables are defined. There are some ideas relating to how the educational content library will be used in the technical

deliverables however further development is required. There is awareness of the research and development underpinning the project and some evidence, but these require further explanation. There is reference to the outputs that might be achieved by deploying the innovation however further explanation and evidence is required to support these claims. The team described have the relevant skills, expertise, and experience to successfully deliver the project, but some areas are weaker than others.

**Scores 5:** The technical approach described is unlikely to be valid for this technical challenge. The innovation and the technical deliverables are outlined. There is basic awareness of the educational content library however there is no logical explanation as to how it will be used for the main technical deliverables. There is basic awareness of the research and development underpinning the project, but there is little explanation and a lack of evidence. There is basic reference to the outputs that might be achieved by deploying the innovation however there is a little explanation and a lack of evidence to support these claims. The team described has some level of skill, expertise and experience, but it is not clear how this will translate to the successful delivery of the project.

**Scores 3:** The technical approach is poorly described. There is some information provided about the innovation, technical deliverables, the use of the educational content library, the underpinning evidence and the outputs that will be achieved however these are not clearly defined, explained or evidenced. The team described does not have the skills, expertise and experience required to deliver the project, with significant gaps in knowledge evident

**Scores 1:** There is no information given on the technical approach. Any information provided is unsubstantiated or is not relevant. It is unclear how the project team will be able to achieve delivery of the identified aims and objectives.

### **Question 9. What is unique about your innovation? (10% weighting)**

#### **Applicant Guidance**

Are similar products currently available in the market?

How is your proposed project differentiated from them?

You must include details of:

- any existing intellectual property (IP) and its significance to your freedom to operate

- novel concepts you develop or employ
- new approaches or technologies you use
- new tools or technologies

Your answer can be up to 400 words long

This question will be scored against these assessment criteria: 'How innovative is this project? How much does the project develop or employ novel concepts, approaches, methodologies, tools or technologies for this area?'

### **Question 9 - Evaluators Scoring and Guidance**

**Scores 10:** The proposed project is highly innovative, showing use of novel concepts, approaches, methodologies, tools or technologies. There is a compelling reason for the innovation, including how it is game changing novel concept and of the highest technical merit. It credibly addresses the need and opportunity identified, including a full understanding of nearest state of the art, and how the innovation described builds on, or is materially different to, other alternative solutions that are already available, and any new approaches/technologies or tools used.

**Scores 7:** The proposed project shows some promising new concepts, approaches, methodologies, tools or technologies. There is a clear reason for the innovation described and it has merit. It will address the need and opportunity identified. Nearest state-of-the-art is explored and detailed, but it is not clear how the innovation described will improve on or is different to currently available offerings. New approaches/technologies or tools are explored. Further development is required.

**Scores 5:** The proposed project shows some use of novel, innovative approaches. The innovation lacks merit or is not different to other alternative solutions. Nearest state-of-the-art has not been fully explored, and the opportunity identified has not been fully realised or understood. New technologies, approaches and tools have not been fully explored.

**Scores 3:** The proposed project shows limited innovation. the innovation described has little merit. It is unclear what need or opportunity the innovation intends to address. The nearest state-of-the-art has not been explored, and the innovation described does not improve on current offerings.

**Scores 1:** The proposed project shows no innovation. References to current state-of-the-art are not offered or are not relevant, and the idea described will not impact on current offerings.

**Question 10. How would you manage delivery of your project (15% weighting)**

**Applicant Guidance**

Describe your project plan and identify the main milestones.

The plan for this competition must be comprehensive. The emphasis throughout should be on practicality.

Provide evidence that the technology works, can be made into a viable product and can achieve the proposed benefits.

You must:

- describe resources that will be needed to deliver the project
- describe what the main success criteria will be
- identify the project management processes that will ensure you achieve the milestones
- provide a clear plan for establishing technical and commercial feasibility
- describe the main technical, commercial and environmental risks and what you will do to mitigate them
- provide a clear plan for development of a working prototype

You must explain how you would handle any intellectual property (IP) issues which might arise during the project.

If you are working with subcontractors (specialist skills only), include details of how you will maintain freedom to operate and fulfil the IP requirements detailed in the contract.

Your answer can be up to 600 words long

You must upload a project plan or Gantt chart as an appendix. It must be a PDF no larger than 10MB. It can be up to two A4 pages but must be in 11 point font size.

Your milestones must:

- be clear
- be defined using SMART (specific, measurable, achievable, realistic and time-bound) criteria
- be associated with the appropriate deliverables and payments
- indicate your payment schedule by month

This question will be assessed against these assessment criteria:

- does the proposal show a clear plan for establishing technical and commercial feasibility and the development of a working prototype
- is there a clear management plan
- what are the main technical, commercial, and environmental risks to the project's success
- how will these be effectively managed
- are the milestones and evaluation procedures appropriate

Please note information from the finances section will be used to support the assessment of this question. Proposed milestones and associated payments stated in this section must match those entered in the finance summary on your application.

### **Question 10 - Evaluators Scoring and Guidance**

**Scores 10:** The approach to project management is structured and well designed to meet the aims and objectives described. Project management processes are clearly defined and shows a credible plan for achieving technical rfeasibility. There is a clear plan for the development of a working prototype explaining the main success criteria in appropriate detail and realistic project milestones. A comprehensive risk register is provided, including mitigation plans that allow for continued delivery in the timelines specified. There is a clear plan for the handling of any IP issues which may arise during the project including those which may arise through working with subcontractors and relating to maintaining freedom to operate and fulfil the IP requirements in the contract.

**Scores 7:** The approach to project management is sound, and the project plan allows aims and objectives to be achieved within the timeframes detailed. The plan goes some way to explaining how technical feasibility will be met and the development of a working prototype. Some success criteria and key milestones are outlined however they require further development. A risk register covering key risks is provided. Mitigation plans are sensible and appropriate but require further development. There is an awareness of the IP issues that could arise and there are some ideas of how to handle these issues however further explanation is required.

**Scores 5:** A project plan and risk register are provided and cover key areas at a high level, but more detail is required. There is a basic outline of key milestones but no logical explanation as to how these will feed into the plan for development of a working prototype. Success criteria are mentioned but are not fully defined or further criteria need developing. There is a basic outline of the IP issues that may arise however it lacks explanation as to how this will be handled.

**Scores 3:** . Project planning and risk management is at a very high level and is missing vital information. IP issues have not been explored and no plan discussed to address these.

**Scores 1:** The project plan and risk register give no confidence or has not been provided.

### **Question 11. Does your project provide good value for money? (20% weighting)**

#### **Applicant Guidance**

How much will the project cost? How does it represent value for money for the team and the taxpayer?

Describe:

- the total costs inclusive of VAT (if applicable) you are requesting in terms of the project goals
- the total costs in relation to the amount of activity
- the amount of technological development involved
- the cost of resource per working day, for example which people you are going to have and how much it costs per day
- number of working days



- how this project represents value for money for you and the taxpayer
- your expected overall costs

Proposed costs stated in this section must match those entered in the finance summary.

All costs quoted must reflect actual costs at a 'fair market value' and not include profit.

Your answer can be up to 400 words long

You can submit a single appendix as a spreadsheet. It must be a PDF no larger than 10MB. It can be up to two A4 pages but must be in 11 point font size.

Full Economic Cost (FEC) calculations are not relevant for Contracts for Innovation competitions. Contracts for Innovation is a competitive process, and applications will come from a variety of organisations. Whatever calculation you use to arrive at your total eligible project costs your application will be assessed against applications from other organisations. Bear this in mind when calculating your total eligible project costs. You can include overheads but remember that this is a competitive process.

The assessors are required to judge the application finances in terms of value for money. They will score your finances against this assessment criterion: 'Are the budget and costs realistic, justified and appropriate for the aims and methods?'

Please see the Contracts for Innovation: AI tools for education evaluation criteria for further guidance in relation to how your application will be assessed.

Please note information from the finances section will be used to support the assessment of this question. Proposed costs stated in this section must match those entered in the finance summary on your application.

## **Question 11 - Evaluators Scoring and Guidance**

**Score 10:** The project costs are entirely appropriate for the research and development work described and represent excellent value for money, with evidence provided to show how costs have been determined where appropriate.

The organisations involved have a clear idea of how they will finance their contribution and are fully committed to the project. The balance of costs and contracts between any consortium members and use of subcontractors is justified. Commitment to post-project activities is evident, and these are fully resourced and funded.

**Scores 7:** The project costs are appropriate based on the work proposed. The balance of costs and contracts between any consortium members and use of subcontractors seems reasonable and organisations have considered how they will fund their contribution. Overall, the project represents good value for money, but more detail could be provided surrounding how best value for money has been decided.

Post-project activities are defined, and some detail is given surrounding how these will be resourced and funded.

**Scores 5:** The costs are somewhat justified but there is not enough detail in the explanation of breakdown. The project costs seem reasonable, but the breakdown and justification could be clearer to determine if this represents good value for money.

The balance of costs and contracts between any consortium members or subcontractors is acceptable for the works to be undertaken. It is unclear how organisations will finance their contribution to the project or how post-project activities will be funded or resourced.

**Scores 3:** The project costs seem too high or too low given the proposed project. The split of costs and grants between any consortium members is unbalanced, or inappropriate use is being made of subcontractors. Little consideration has been given to best value for money.

**Scores 1:** The costs are not appropriate or justified. There is no balance between consortium members and subcontractors involved. The project does not represent good value for money

**Question 12. What is the commercial potential of your project? (10% weighting)**

### **Applicant Guidance**

What is the commercial potential of your project? You must focus on your proposed customer's needs.

Describe:

- your project timescales
- your projects commercial potential for a marketable product, process or service
- your delivery plan
- your expected route to market
- the competitive advantage that your project has over existing or alternative technologies that meet market needs
- any existing commercial relationships relevant to the project.

With the focus on your proposed customer's needs, you can also mention the future commercial potential across the public or private sector and international markets.

Your Organisation will retain ownership of foreground Intellectual Property (IP) developed during the project. Challenge owners (DfE) will be granted free usage rights to foreground IP developed during the project. You must explain how this will help deliver benefits for schools in England.

We welcome proposals from applicants on how these royalty-free rights may be deployed for the public good, including options such as discounts on products for a fixed period.

Your answer can be up to 600 words long.

This question will be scored against these assessment criteria:

- is there a clear commercial potential for a marketable product, process or service
- is there a clear plan to deliver that and a clear route to market
- how significant is the competitive advantage of this technology over existing technologies that meet the market's needs

## **Question 12 - Evaluators Scoring and Guidance**

**Scores 10:** Post-project plans for commercialisation are fully outlined covering timescales and delivery plan. The target market size, structure and dynamics are well understood and are fully quantified and evidenced. There is evidence-based understanding of the value of the proposition to customers. The competitive advantage the product will have over existing or alternative technologies is clearly explained. The likely impact that the innovation described will have is significant, and any claims relating to this have been substantiated. Relevant existing commercial relationships have been outlined. Barriers to market entry have been understood and a realistic plan to address these has been presented. Strategies for route to market are realistic, well defined and evidenced, and show significant potential for healthy return on investment (ROI), as well as an increase in market share and opportunities. There is a credible and evidenced plan outlining how the IP royalty free rights will be utilised to specifically offer benefits to publicly funded schools in England.

**Scores 7:** Post-project plans for commercialisation have been considered and described at a high level. There is a good awareness of the target market's structure, dynamics, and the market size is quantified with some supporting evidence provided. Possible barriers to market entry have been identified but further detail is required as to how these will be addressed to allow successful commercialisation. There is awareness of the competitive advantage of the project however this needs further explanation. The route to market, exploitation and commercialisation of project outputs is broadly outlined and shows some potential for ROI and an increase in market share. Commercial relationships are referenced. There is consideration for how the IP royalty free rights will be utilised to specifically offer benefit to publicly funded schools in England however this requires further exploration.

**Scores 5:** The general market size and dynamics are understood but the specific target market is poorly quantified, and no supporting evidence has been provided. The value of the proposition to target customers is described but not completed clear. The route to market is not clearly defined or explained and plans for commercialisation lack clarity and detail. It is not clear how ROI will be achieved. It is unclear what will happen once the funded project has completed and how the team will move forward towards commercialisation. How the IP royalty free rights will be utilised to offer benefits to publicly funded schools in England is not clearly defined.

**Scores 3:** Some information about the general market is offered but the extent and size of the target market for the project is not described. There is some information about target customers, but it is not clear what the route to market will be or how the innovation will be commercialised. No consideration has been given to post-project planning. There is no consideration for how the IP royalty free rights will be utilised to offer benefits to publicly funded schools in England.

**Scores 1:** The market is poorly defined or is irrelevant to the reasons for the project

**Question 13. What is the social value of your project? (5% weighting)**

**Applicant Guidance**

Describe how your organisation will influence its staff, suppliers, customers and communities through the delivery of the contract to tackle workforce inequality or create new businesses, new jobs, and new skills?

Activities can include:

- educational attainment, including the promotion of training schemes which address skills gaps and result in recognised qualifications, including any existing or planned activities which will support the delivery of apprenticeships, traineeships and T-Level industry placement opportunities in your own organisation.
- development and implementation of inclusive and accessible recruitment practices designed to attract good candidates from all backgrounds
- strategies for the creation of employment opportunities for those facing barriers to employment
- offering opportunities for work experience or similar activities or delivery of apprenticeships, traineeships and T-Level industry placement opportunities
- offering a range of quality opportunities with routes for progression supporting educational attainment relevant to the contract for example training schemes addressing the skills gap
- measures to ensure equality and accessibility without discrimination, to employment and workforce related opportunities on the contract and promote them to be fully accessible

Please see the following link for further information about our Social Value requirement, including the Social Value model:  
[Procurement Policy Note 06/20 – taking account of social value in the award of central government contracts - GOV.UK](https://www.gov.uk/government/policies/taking-account-of-social-value-in-the-award-of-central-government-contracts)  
([www.gov.uk](https://www.gov.uk))

Describe how you will achieve this?

Your answer can be up to 200 words long.

This question will be scored against this assessment criterion: 'Is there a clear plan to deliver the social value commitment through the course of the contract?'

### **Question 13 - Evaluators Scoring and Guidance**

**Scores 10:** The response shows a clear commitment for the delivery of additional social value benefits in the performance of the contract. The response demonstrates a clear understanding of the chosen issue. There is a credible and evidenced plan outlining how the applicant plans to achieve this commitment including a detailed overview of any existing or planned activities to support delivery.

**Scores 7:** The response outlines a commitment and there is evidence for the delivery of additional social value benefits in the performance of the contract. There is an understanding of the chosen issue. There is a plan outlining how the applicant plans to achieve the commitment. However further explanation of the existing or planned activities will deliver the social value-added benefits in the delivery of the contract is required.

**Scores 5:** There is some evidence of a commitment to the delivery of additional social value benefits in the performance of the contract. There is a basic understanding of the chosen issue, and some description of activities planned to deliver additional social value. However, these need further development into a succinct plan and further evidenced exploration of how these will be implemented to deliver the social value aspect of the contract.

**Scores 3:** There is very little evidence of a commitment to the delivery of additional social value benefits in the performance of the contract. The issue is poorly understood and plans towards delivering the additional benefits are poorly defined.

**Scores 1:** There is no evidence the proposal will meet the commitment to the delivery of additional benefits in the performance of the contract.

### **Question 14. What is the added environmental value of your project? (5% weighting)**

#### **Applicant Guidance**

Describe how your organisation will ensure that opportunities under the contract deliver additional environmental benefits and include working towards net zero.

You can include:

- a timed action plan
- use of metrics
- tools or processes to gather data
- reporting
- transparency
- feedback and improvement

Your answer can be up to 200 words long

This question will be scored against these assessment criteria:

- is there a clear plan to meet net zero?
- is there a clear plan to avoid emissions in delivery of the contract relative to alternative approaches and design approaches which minimise compute demands and their associated environmental impacts?
- is there a clear plan to minimise the environmental impacts of end user activity for example, by minimising the duplication of compute-intensive tasks?

#### **Question 14 - Evaluators Scoring and Guidance**

**Scores 10:** The response shows a clear commitment and credible evidence for the delivery of additional environmental benefits in the performance of the contract working towards net zero greenhouse gas emissions. There is a credible and evidenced plan outlining how the applicant plans to reduce emissions in the performance of the contract (including emissions avoided relative to alternative approaches) and measures implemented to reduce the eventual impact of end user activity. They credibly explain how

decisions around development of the tools will be informed by their environmental impact including effective design approaches implemented to minimise impacts.

**Scores 7:** The response outlines a commitment and there is evidence for the delivery of additional environmental benefits in the performance of the contract working towards net zero. There is a plan outlining how the applicant plans to reduce emissions in the performance of the contract and measures implemented to reduce the eventual impact of end user activity. However further development of these ideas is required including further exploration of emissions avoided relative to alternative approaches. There is some awareness of how decisions around development of the tools will be informed by their environmental impact and how effective design approaches can be implemented to reduce impact however further explanation is required to support claims made.

**Scores 5:** There is some evidence of a commitment to the delivery of additional environmental benefits in the performance of the contract towards net zero. There is some description of how the applicant plans to reduce emissions and the eventual impact of the end user however it needs further development into a succinct plan. There is basic awareness of how decisions made around the development of the tool will be informed by their environmental impact and types of design approaches that can reduce impact. However further evidenced exploration of how these will be implemented to deliver the social value aspect of the contract is required.

**Scores 3:** There is very little evidence of a commitment to the delivery of additional environmental benefits in the performance of the contract towards net zero. Plans towards reducing emissions and the eventual impact of end users are poorly defined. There is no exploration of how decisions around the development of tools will be informed by their environmental impact and design approaches that can reduce impact.

**Scores 1:** There is no evidence the proposal will meet the commitment to the delivery of additional benefits in the performance of the contract towards net zero.