



WORKING WITH THE PUBLIC SECTOR

Self Assessment Tool

WORKING WITH THE PUBLIC SECTOR — SELF ASSESSMENT TOOL

STARTUP NAME

The purpose of this tool is to identify the key strengths and challenges of your Startup, when considering and exploring possible collaboration opportunities with the Public Sector. This diagnostic tool should be used as internal self-assessment to map the relevant areas, you as a Startup should consider before entering a cooperation with the Public Sector. It also can be used as the basis for a more in-depth discussion in a follow-up business diagnostic meeting, where you can explore these areas in more detail with third parties (e.g. a mentor, business advisor, your hub, etc.). The self assessment can be also useful to create a detailed work plan.

INSTRUCTIONS

1. Please read through the document thoroughly and set aside adequate time to complete this self-assessment.
2. Using the questions provided, score your Startup for each criteria on a scale 1-5 (1 not at all meeting the KPI and 5 meaning KPI met). If unsure what score to give, make the best estimate. Please note down comments on why you gave that score, as well as gaps and/or areas for improvement.

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DIMENSION	CRITERIA	QUESTIONS	SUGGESTED KPI	1 – NOT AT ALL MEETING KPI 2 – BEGAN WORK TO MEET KPI 3 – IN COURSE TO MEET KPI 4 – VERY CLOSE TO COMPLETING KPI 5 – KPI MET					CONCRETE NEXT STEPS	RECOMMENDATION
				1	2	3	4	5		
SOLUTION	Problem-Solution Fit	Are you clear on the problem/issue you are trying to address?	Clear problem definition backed with quality data							If the Problem-solution fit needs refining, explore engaging in a government sponsored research. Explore government open data portals. Be honest about where you stand and engage in a constructive discussion with the PS, how they could support you to get closer to the problem-solution fit.
		Do you understand the causes and effects of the problem/issue you are addressing and are those backed by Government data?								
	Solution	If your solution has been fully developed, has it been validated with users?	Fully developed solution or fully-functional prototype; proof of concept							If the solution is in development, explore engaging in co-creation opportunities. If the prototype is ready, explore engaging in collaborative pilots. Try to turn this into your advantage and demonstrate to the PS that you are willing to adapt your solution to their needs and specific requirements. If the solution is being commercialized, explore government tenders.
		If your solution is still under development, are there sufficient resources in place to carry it through? (If not consider what resources are missing?)								
	Innovation	To what extent do you understand the solutions already available in the market to your customers, including the pros and cons of each?	Clear USP							Try to understand the current priorities and innovation needs of the Public Sector (PS) and try to build your offer around it as much as possible, at least in your pitch deck.
		To what extent can you explain how your solution is different (its USP)?								
Impact Model	Are you clear on the social or environmental impacts being aimed at? (Do you understand the community you will be helping by achieving those impacts?)	Formalized impact statement or Theory of Change							Try to do your homework well and conduct a thorough user and impact research. If you have not done this well, your solution might be less convincing. One thing the PS wants to see from Startups is their knowledge on the user and the impact the solution can have.. Only then, this impact can be scaled meaningfully by a PS cooperation.	
	To what extent do you understand the root causes of the social or environmental problem being addressed and the effects it will have on communities?									

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EXPECTA-TIONS	Cooperation Outcome	What are your expectations of cooperating with the Public Sector? Are you interested in financial support, investment, contacts, data, testing grounds, etc.?	Self-relection done							Try to relect for yourself what your key priorities are and reflect, if the Public Sector can bring you there.
	Undesired Outcome	What would be the least desired outcome of a cooperation with the Public Sector?	Self-relection done							Talk to other Startups that have cooperated with the Public Sector before and try to learn from their mistakes.
	Engagement Modalities	Have you mapped and informed yourself about current opportunities, government programs or support offers that could enable you to kick-off a cooperation?	Desk research done							Spend some time to understand the legal framework and support offers provided by the Public Sector. This will not only make it easier for you to identify the right modality for your cooperation, but also to show the Public Sector that you are informed and serious about the partnership.
UNDER- STANDING OF THE PUBLIC SECTOR AND VALUE PROPOSI- TION	Contacts	Do you already have identified the right contact person in the Public Sector?	Contacts and respon- siveness of contacts							Try to use events and outreach activities of the Public Sector to identify the right possible cooperation partner or at least your first entry point to the organisation.
	Opportunity	Are you familiar with the current priorities of the Public Sector entity you want to work with?	Desk research done							Try to figure out what the KPIs are for the governmental area you are trying to engage with and show how your solution could improve their metrics. Keep in mind that return on financial investment is not always the most important return for gov- ernment departments
	Added value to Public Sector	Apart from your solution, what do you think are you main strenghts in terms of working culture, agile methods, flexibility, etc. that could be of interest to the Public Sector?	Analysis of working culture and strenghts							Demonstrate the added value they can bring to its Public Sector partners through their work style and work culture (e.g. flexi- bility to adapt, user-centric design, agile and innovative thinking).

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COLLABORATION READINESS	Communicating and pitching	Do you have clear presentations highlighting the value proposition for the Public Sector? (Are you able to use common language and specific jargon?)	Pitch deck for the PS							Create a specific pitch and deck for the PS. Get feedback from public servants before presenting to make sure that your use of language is aligned.
	Ecosystem mapping and positioning	Have you created a good ecosystem mapping outlining everyone you need to engage with?	Ecosystem mapping/ stakeholders analysis							Explore collaboration with the PS to have a good understanding of the ecosystem.
		Do you understand your own positioning and your differentiation from other solutions on the market?								
	Team skills and capacity	Do you have the right profiles and support systems to engage in public contracting and tenders?	HR policies and strategies to support collaboration.							Make sure to assess your internal capacity before engaging in PS tendering/contracting.
Have you created the internal framework to assess what opportunities are right for you based on your skills and capacity?										
CONTRACTING READINESS	Finances	To what extent do you have a financial plan to fund your growth plans?	Sound financial forecast and due diligence folder (if applicable)						Portrait your PS collaboration as a way of showing long-term financial security	
		Are you seeking further investment? If you are, are you aware of the due diligence requirements and how those would influence your public sector contract/collaboration?								
	Cashflow	To what extent do you have a healthy cashflow? (Is your income diversified? Have you reduced financial risk in order to afford to engage in a public contract/collaboration?)	Cashflow analysis						Working with various public actors will make you less vulnerable to voting cycles and working with both the public and private sectors might help you build for scale and not for the sole needs of your first public client.	

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CONTRACTING READINESS	IP and data protection	Have you assessed and protected your IP and data? Are you compliant with government regulations?	IP protection plan							Make sure to have your IP protected (unless your model is open source) before engaging with PS collaboration. Ensure that you understand what the PS demands with regards to the IP and do not be afraid of entering into a discussion with the PS on IP. In many cases the PS employs standard IP rules that are not favorable to IT or tech solutions, which can however be discussed. Make sure you know your best option and communicate it adequately to the PS.
	Track record and connections	To what extent have you demonstrated your track record and connections? (Do you have a good understanding of the governmental structure that wants to partner with? Have you established previous contact? Have you engaged in preliminary activities to prove your track record?)	Track record							Participate in Government organized events to make informal connections prior to presenting a formal collaboration proposal/tender application.
	Systems and certifications	Are you aware of the systems and certifications you would need to have in place to be eligible for public tenders? (Do you have a plan in place to have those in place if you currently do not?)	Systems and certifications in place							Read the tender document carefully and make sure to comply with all required certifications
	Price	Do you have a competitive price for the market?	Viable and competitive price							Conduct an extensive market research to understand the different price points of prospective competitors.
	Have you taken into account all your costs, including the financial costs of working with the public sector? If so, is your business model viable and scalable at that price point?									

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IMPACT	Mission	Is your enterprise's mission aligned with the public good?	Mission statement							Are you serious about having a social impact with your solution? Write it down in your articles of association or other formal documents to show people you are real.	
		Is there a common understanding of how collaborating with the Public Sector will create positive change for society and planet?									
	Impact measurement	Does your enterprise have a compelling social impact model that makes the links between the products and services the company provides and the social impact that is created as a result?	Compelling impact measurement strategy. Formalised and ongoing data collection								Collect and display impact metrics and projections that are aligned with the PS goals
		Is your enterprise's impact model supported by metrics and/or other proof of impact? (Are those metrics useful for achieving Public Sector goals?)									