EVALUATION CRITERIA

Funding Program: Ideas Advancement Fund

Fiscal Year: 2026-2027

Program Goal: Under the Ideas Pillar, the Ideas Advancement Fund invests in early-stage research with the potential to advance knowledge and catalyze impact across one or more priority and/or enabling sectors. The program supports researchers to explore early-stage ideas - from fundamental scientific inquiry to the development and validation of early prototypes.

Criteria

The application will be assessed based on the following criteria:

Category	Assessment Questions
Relevance & Alignment	To what extent does the proposal align with the funding program? To what extent is the proposal relevant within the priority and/or enabling sector?
Impact & Outcomes	To what extent does the proposal clearly articulate intended outcomes and measures for success? To what extent will the proposal's expected outcomes demonstrate impact in New Brunswick? To what extent does the proposal address a defined gap by using an approach, application, concept, or framework that is innovative or novel?
Knowledge Mobilization	To what extent does the knowledge mobilization plan provided in the proposal allow for the research outcomes to be advanced effectively and to the appropriate research users?
Sustainability	To what extent has the proposal demonstrated the potential for future research investment to support the development, scale, or implementation of the proposed innovation? To what extent does the proposal identify appropriate partnerships and/or next users to support the uptake, impact, and sustainability of the project outcomes?

Capacity & Feasibility	To what extent does the proposed timelines, budget and research plan allow for meaningful findings that can inform next steps or support further advancement of the research? To what extent does the proposal demonstrate methodological rigour and robustness in its scientific approach?

Scoring Rubric

1	**Does not satisfy the criterion**
2	**Partially satisfies the criterion**
3	**Satisfies the criterion**
4	**Strongly satisfies the criterion**
5	**Exceeds the criterion**

Review & Scoring Processes

This funding program uses an expert level review. Expert level reviewers are external subject-matter experts and who hold at least a Master's level degree or higher in their respective field.

Criteria will be scored using the above scoring rubric. Each reviewer's scores are averaged across the evaluation criteria. Averaged scores will then be converted to T-scores. The final score for each application is the average T-score across all reviewers, which is then used to rank applications. T-Scores will be ranked in order from highest to lowest.