



Seeding Opportunity for Women

SCREENING RUBRIC

Investment Evaluation Framework · Internal Use Only ·

HOW TO USE THIS RUBRIC

Complete this rubric at first-review stage, after an application passes the automated eligibility filter. Score each sub-criterion honestly using the guidance provided. Add notes in the final column. The total score determines the next step.

Reviewer name:

Business name:

Application ID:

Date:

Instrument: ☐ Equity ☐ Grant

Criterion	Sub-criterion & Guidance	Max	Score	Notes
1. TEAM / 25 pts	We back people first. Assesses quality, depth, and commitment of the founding and leadership team.			
	Founder & leadership expertise Deep domain expertise directly relevant to the business; founder has lived the problem they are solving.	10		
	Team completeness Key functions covered (commercial, operational, technical). Gaps identified with a credible plan to fill them.	7		
	Track record & execution Evidence of having built, shipped, or scaled something before in business or an adjacent field.	5		
	Diversity & gender leadership 70%+ female ownership and leadership confirmed. Team reflects diversity of thought and background.	3		
2. MARKET & TIMING / 20 pts	Assesses whether the opportunity is large, accessible, and timely.			
	Total addressable market (TAM) Demonstrably large market in Nigeria and/or Africa. Supported by credible third-party data.	8		
	Market timing Clear articulation of why now. Regulatory, technological or behavioural shifts creating a window.	7		
	Competitive landscape Honest assessment of competition. Differentiation is clear and defensible.	5		
3. TRACTION / 20 pts	We fund businesses already moving. Rewards real-world validation beyond the pitch deck			
	Revenue evidence Minimum 12 months of revenue history. Growth rate reviewed alongside absolute size.	8		
	Customer base & retention Paying customers with evidence of repeat purchase or retention. Signed contracts for B2B.	7		

Criterion	Sub-criterion & Guidance	Max	Score	Notes
4. IMPACT THESIS & MEASURABILITY / 20 pts	Partnerships & distribution Existing distribution channels, strategic partnerships, or platform integrations.	5		
	SOW is an impact fund. Every investment must demonstrate clear, measurable social or environmental outcomes			
	Clarity of impact thesis The business can articulate precisely who benefits, how, and why their model creates positive change.	8		
	Measurable impact indicators At least three quantifiable impact KPIs identified at application stage.	7		
	Alignment with SOW pillars Business maps to at least one SOW sector: Fintech, Healthcare, Clean Energy, Agribusiness, or Consumer Brands.	5		
5. FINANCIAL READINESS / 10 pts	Assesses whether the business is financially literate and ready to deploy capital responsibly.			
	Audited or management accounts Minimum 2 years of financial statements. Audited preferred; management accounts accepted with explanation.	4		
	Use of funds clarity Clear, specific, and realistic breakdown of how SOW capital will be deployed.	4		
	Financial controls Basic financial governance in place, accounting software, monthly reconciliation, separation of duties.	2		
5. FINANCIAL READINESS / 10 pts	Confirms the business operates in one of SOW's five priority sectors.			
	Primary sector alignment Business operates primarily within one of the five SOW priority sectors.	3		
	Sector depth Business addresses a specific, underserved sub-segment within the sector.	2		
3. TRACTION / 5 pts	Minimum pass threshold: 65 / 100 - Scores below 65 result in decline with feedback	100		

SCORING GUIDE

Score	Recommendation	Next Step
85-100	Strong candidate. Proceed to full due diligence immediately.	Full Due Diligence
70-84	Good candidate. Proceed with targeted clarification requests.	Clarification Request
65-69	Borderline. Investment Committee review required before progressing.	IC Review
Below 65	Do not proceed. Issue written decline with constructive feedback.	Decline & Feedback