

Regional Championship in Entrepreneurship

Part of the education and entrepreneurship programme Start Up Programme

Guide to the teacher who uses the Regional Championship in Entrepreneurship

- a practice-oriented, professional and personal learning progress for students

(put entrepreneurship on the agenda)

**Sæt entreprenørskab
på agendaen**



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Start Up Programme's Regional Championships

Entrepreneurship must be for all, because it strengthens children's and young people's competences to create, to bring about changes and to make a difference in the world. This is the vision of the Danish Foundation for Entrepreneurship and the vision driving our work to further entrepreneurship in schools and educations.

The Foundation does so by helping schools and educations to further pupils' and students' entrepreneurial and innovative skills. The goal is that entrepreneurship becomes a natural part of the education at all educational levels in Denmark.

All pupils and students must complete their school and education with abilities to think in innovative ways, spot opportunities and transform ideas into value that will benefit Denmark, both as talented entrepreneurs and valuable employees. We call it entrepreneurial education.

Start Up Programme is an opportunity for teachers and education institutions to work practice-oriented with entrepreneurship in the teaching. An important part of the programme is the Regional Championships.

Purpose

Start Up Programme's Regional Championships give students the opportunity to work with their personal skills, practise their entrepreneurial competences and test and explore an idea.

The Regional Championships can sensibly be integrated as part of the teaching in order that the coupling with the remaining curriculum and practice becomes clearer. Results such as increased cross-subject collaboration, better presentation techniques and the ability to act on value creating ideas based on subject knowledge will positively influence other subjects. Participation can however also be planned as an extracurricular course. In any case it is important to emphasise that all students and professional subjects are welcome.

Learning goals

When students have participated in the Idea Competition in the Autumn and the Regional Championships in the Spring, we experience that they feel that they:

- *Are better prepared for giving presentations in front of others*
- *Have become more brave and believe more in themselves*
- *Have a better knowledge of their strengths and weaknesses, personally as well as professionally*
- *Have become more aware of their own competences and their wishes for the future.*

Moreover, students will acquire skills and knowledge described in the Foundation's Taxonomy for Entrepreneurship Education on pages 18-19, that is action, creativity, environment and attitude (see also below).

Entrepreneurial competences

In the Danish Foundation for Entrepreneurship's definition of entrepreneurship: "*Entrepreneurship is when you act upon*

opportunities and ideas and transform them into value for others. The value that is created can be financial, cultural or social.” (FFE-YE, 2011).

In the Danish Foundation for Entrepreneurship we believe it to be ” (...) *important to give pupils and students the opportunity to get entrepreneurial experiences, so that they can refer and relate to and acquire an understanding of the kind of competences and characteristics that are important, and at what stage in the entrepreneurial process they are important. The teaching should therefore be action-orientated, so that it contributes to the development of the skills and competences. This is due to the fact that our memory, and thus our knowledge basis, is best developed and remembered in a process-related way as action patterns” (Illeris, 2006)” (FFE Taksonomi, s. 9).*

When teaching through entrepreneurship didactic methods, the following competence areas will be developed:

Action

Action is understood as the competence to launch initiatives and to and to achieve these through collaboration, networking and partnerships. It is also the competence to analyse and manage finances, resources and risks, communicate purposefully and organise, set goals for, and lead activities.

Creativity

Creativity is understood as competences to identify and create ideas and opportunities, to achieve divergent and abductive thinking, and to combine knowledge from different fields in new ways. Creativity also involves competences to create and revise one’s personal conceptions, and to experiment and improvise to solve problems and challenges.

Outward orientation

Outward orientation¹ is understood as competences to observe, analyse and construct a social, cultural and economic context as an arena for actions and activities that create value. This implies knowledge and understanding of the world, at local and global level, including the assessment of global opportunities and challenges.

Personal attitude

Personal attitude is the personal and inter-subjective resources used by students in the face of tasks and challenges. It is a belief in acting in the world and thereby realising dreams and plans. Personal attitude is based on competences to overcome ambivalence, uncertainty and social complexity and to work persistently. It also involves competences to accept and learn from others’ and one’s own mistakes and to make ethical assessments and reflections.

The four competence areas are embedded in interaction with core curriculum which shapes them. Within individual subjects and vocational or professional courses, we will therefore find considerable variation in how the dimensions are manifested in

¹ We use the term ‘outward orientation’ instead of ‘environment’. It is based on one’s insight into one’s own capacity in interplay with surrounding opportunities and needs; an ability to adapt this capacity in dynamic interaction with a particular social, corporate and/or material setting in the way that this action creates social, cultural or financial value.

the teaching due to the different focuses of subjects. For further inspiration, see "A Taxonomy of Entrepreneurship Education" [HERE](#)

You can find inspiration and exercises for your teaching in our education material [HERE](#) (in Danish)

What is an idea?

An action towards solutions, either economic, social or cultural, is regarded as an "idea". For instance, when student pedagogues work to develop a new learning material for a specific target group, it is considered as an "idea". When a group of student nurses have spotted the possibility to improve the distribution of pills in hospitals, it is considered as an "idea". And, likewise, a multimedia designer working to create a platform to collect all portfolios of multimedia students is working on an "idea". The same goes for an innovation and entrepreneurship student with a dream of changing the world by means of a company that sells trees to newborns.

Ideas can take many different forms, for instance:

- A business idea: it can be incremental and/or radical innovation with a technological and perhaps business-oriented focus
- Organisational change and development of existing organisations, as well as development of existing services or processes: it can be frugal and incremental innovation
- Social and cultural entrepreneurship: for instance development projects and ideas, run by volunteers, Not-for-profit, work in an NGO, etc.

Value-creating categories

In the education and entrepreneurship programme Start Up Programme, we ask students to consider which of the following categories their idea belongs to:

- GreenTech: Optimised utilisation of resources, recycling and green solutions. It can be a focus on possibilities within sustainable living and businesses, demographic challenges, urbanisation, new technological possibilities, product development, digitalisation or sharing economy.
- Social Entrepreneurship: Creation of social value for the individual and society, nationally and globally. It can be a focus on society-changing initiatives, demographic challenges, educational development, urbanisation, new technological possibilities and product development, digitalisation or sharing economy.
- LifeTech: Development within welfare, health or learning. It can be a focus on improvement or optimisation of life and health-related challenges, new user experiences, new technology and products, financial technology, digitalisation or sharing economy.

- Serviceinnovation: Development of experience and user design. It can be focusing on the development or optimisation of products and service design, experiences and events, financial technology, robot technology, digitalisation or sharing economy.

NB: All ideas participating in the Regional Championships in Entrepreneurship **MUST** have been found and acted on after beginning of the Autumn semester, that is no earlier than 1 August, of the same school year as Start Up Programme. If you have worked on your idea longer than that, you are disqualified.

This is a rule, because the Start Up Programme entrepreneurship activities function as an entrepreneurial practice for students, who together with their teacher and fellow students can test and try out their abilities and entrepreneurial competences in a safe environment. In order for all students to be able to participate at the same level, the programme's idea competitions are targeted students with ideas in their very early stages.

If the students themselves have taken the step and become independent entrepreneurs in a student incubator or hub, they have progressed too far to participate in Start Up Programme. If you have any questions, you can contact the Start Up Programme Manager.

Innovation height

All ideas, either business ideas, new processes or social projects are welcome at the Regional Championship for Entrepreneurship. But a certain innovation height is expected, that is, the idea must have a certain news value.

Business model and economic sustainability

Regardless of the ideas, processes or projects, it is expected that the team has reflected on how to realise the idea. Perhaps they have conceived a fundraising strategy, estimated the earnings of a product or something else that can ensure the feasibility and economic viability of the idea.

How to participate in the Regional Championships?

The Regional Championship in Entrepreneurship is often part of an educational course where teachers have encouraged students to participate or incorporated participation as a mandatory part of the educational course. Moreover, the Regional Championships can be used for co-curricular programmes where a student with a new idea (that is, new in this school year) is placed in an incubator and is guided by an innovation consultant or teacher throughout the participation.

You can find inspiration and exercises for your education in our education material [HERE](#) (*in Danish*).

Participation in the Regional Championships requires that students participate in three activities:

- Elaboration and upload of written material about the idea
- Giving an oral presentation of idea, process or project in 4 minutes in front of judges and audience
- Participating in a conversation with and receiving feedback from judges in 10 minutes.

See specific content requirements and evaluation criteria etc. below.

Who can participate?

All students in the short or medium-length higher educations, where the education institution or the education is member of the education and entrepreneurship programme Start Up Programme. To see whether you are a member of the programme, click [HERE](#)

You can quickly become a member by contacting programme manager Carina Hammer at carina@ffefonden.dk or +45 2445 7675.

Where does it take place?

The Regional Championships are held in three geographical locations at different dates, and all education institutions registered for Start Up Programme can participate in the Regional Championship that is held in their particular region:

- Regional Championship in Copenhagen, the Capital Region of Denmark and Region Zealand
- Regional Championship in Region of Southern Denmark
- Regional Championship in the North and Central Denmark Region

When is it held?

The Regional Championship in Entrepreneurship is always held in April og start of May.

Deadlines

Deadline for registration and for upload of written material in the beginning of April, often 1 April.

How to register?

All registration to the Danish Foundation for Entrepreneurship activities for students takes place through the Foundation's registration platform *My Page*.

All students participating in the Regional Championships in Entrepreneurship must be connected to a teacher. The teacher registers one team leader per team on *My Page*.

Please note: ALL teachers must be registered ANEW every year. Due to the EU General Data Protection Regulation (GDPR) everyone is removed from *My Page* every year. All teachers must therefore register anew at the beginning of each school year.

Registration takes place in this way:

1. Teacher registers with e-mail on *My Page*. Click [here to register as teacher](#)
2. Teacher confirms own registration in a received e-mail (Check SPAM-filter for confirmation mail).

3. Teacher can now log into *My Page* and must under *My teams* register his/her teams with team name and a team leader (the first registered student automatically becomes the team leader, but can be changed later), with an e-mail belonging to the student.
4. Teacher or team leader registers the remaining team members. They must all actively confirm their registration through a link in an e-mail. (Check SPAM-filter for confirmation mail).
5. Team leader (student) registers the team to the relevant Regional Championship and chooses under which category the idea, project or process belongs.
6. When everyone in the team have been registered, have confirmed, and the team has been registered for the Regional Championship, the team leader (and only the team leader) can upload written material. Remember to click *Final upload*. This must be done no later than the day of the deadline at 23:59:59.
7. When the team has uploaded the written material in PDF-format, they are automatically signed up for the Regional Championship in Entrepreneurship.

What is *My Page*?

My Page is a secure registration platform that safely stores data on students, judges and teachers. *My Page* functions as registration for teachers, students, judges, registration for events, upload of written material and feedback from judges. If you have technical challenges or questions, contact Niels Kochiya, niels@ffefonden.dk.

Course of events

The Regional Championships are relevant for students who participate in education programmes in which they work with developing ideas, projects or processes, and this may be in short or long programmes. The students can also be part of a student incubator that uses the Regional Championships in Entrepreneurship as part of their activities.

Before the Regional Championships:

1. The student/team elaborates written material and uploads it on the registration platform *My Page*.
2. The student/team prepares their conversation with judges/advisers – see evaluation criteria.
3. The student/team prepares for their 4-minute presentation.

During the Regional Championships – a day outside the institution:

4. The student/team and the teacher participate in the Regional Championship in Entrepreneurship in the region of their education institution. That is: they elaborate and upload material, give a 4-minute oral presentation and participate in conversation and feedback with judges in 10 minutes.

After the Regional Championship:

5. Points and feedback are given by the judges. All participating teams get written feedback on their written material and conversation with the judges. Written feedback on the team's oral presentation is given only if there is time for it in the programme. The team receives points in all three disciplines. All written feedback and points are afterwards sent to the teacher.
6. Evaluation and feedback. The Danish Foundation for Entrepreneurship recommends that the team's points and feedback is evaluated together with teacher and fellow students. We recommend to emphasise both professional and personal development. Find inspiration for evaluation and learning goals in the Foundation's Taxonomy on pages 18-19. You can with advantage map the students' entrepreneurial competences by means of the tool Octoskills - an app that allows the teacher together with the student to evaluate the student's development of entrepreneurial competences. This requires using the app in the beginning of one's teaching programme as well as in the end. The app can be a good basis for evaluation and learning for the individual student. Read more about [Octoskills here](#)

Example of programme

Regional Championship in Entrepreneurship from approx. 10:00 to 16:00

- Arrival
- Stage introduction to the event, guests, judges etc.
- Networking processes facilitated between students, judges and teachers.
- Presentations in front of judges and a smaller audience – 4 minutes per team. All teams present either on stage or in a room. The students can experience each other present.
- Presentations by advisers/experts from relevant branches.
- Lunch
- Conversation with judges - 10 minutes

The student/team visits the judges in a separate room for 10 minutes, where the team and the judges have a conversation about the idea/project. Here the student/team can prepare a short presentation (possibly on a PC) to initiate the conversation. When the 10 minutes have passed, the student/team is led out of the room, and the judges now have 5 minutes to give points and written feedback to the team in an online form.

- During the day a couple of relevant presentations will take place.
- Closing of the day, celebration, award ceremony etc.

Prizes, winners and awards

The winners of each of the four categories from each of the Regional Championships go through to the Danish Championship in Entrepreneurship. As soon as we know the total number of teams from all three Regional Championships, we work out the basis of allocation regarding how many teams - besides the category winners - go through to the Danish Championship from each Regional Championship.

The judges will vote to find among the four category winners one overall winner for each Regional Championship in Entrepreneurship. The winner of a Regional Championship in Entrepreneurship receives a cheque on DKK 10,000.

Besides an overall winner and a winner of each category, a prize is given for the day's best:

- Company idea – innovation height and viability
- Organisational change and incremental innovation
- Social and cultural entrepreneurship – value creation for society and individual

Please note: The winners of these three prizes do not necessarily go through to the Danish Championship. The winners are selected based on the judges' overall evaluation.

Description of activities and evaluation criteria

The Regional Championships include as mentioned three activities which the participants must go through:

- Elaboration and upload of written material about the idea
- 4-minute oral presentation of the idea, process or project in front of judges and audience
- A 10-minute conversation and feedback with judges.

Written material/concept description

The concept description of the idea for the Regional Championship is uploaded as one complete PDF at *My page*. The following are the requirements for the concept description:

- Font size 12
- Max. 3 pages of 2400 characters – 7200 characters in total incl. everything except pictures (anything exceeding it will not be evaluated)
- *Optional:* The team can choose to insert a direct link to a video that supports idea, project or process. The video must last no longer than 1 minute and must be made by the team itself (no reference to others' films).

Suggestions for content for the concept description

- Short presentation of the idea
 - Perhaps a graphical presentation of the idea/project/process
- Value creation (for society and/or individual)?
- Target group
- Project coordination/the team behind the idea
- Market
- The idea & business model – how does the project become economically viable?
- Economy/budget/financing
- Collaboration partners and network

Evaluation criteria of the concept description

Criteria (the Foundation's Taxonomy: Action & Outward orientation)	Point 1-10	Weighting	Advice for the team
Communication of idea: To which extent is the team able to communicate their idea clearly?		2	Work towards a short and clear communication. You are welcome to insert an illustration of your concept.
How is value created: Describe for whom and what does the idea/process create value?		2	What is the value for society? To which category does the idea belong? Social entrepreneurship, Greentech, Lifetech, Service innovation?
Project coordination/the team behind To which extent is the team able to present a clear division of labour and understanding of internal, professional resources to realise their idea?		2	Consider how team's professional and personal resources can be used. Draft a plan for the realisation of the idea.
Target group To which extent has the team studied and considered the target group(s) for the idea?		3	Use of target group study, qualitative/quantitative analysis, field work. Elaborate data that can qualify and strengthen the potential of your idea. Has the idea been tested?
Market To which extent has the team studied the existing market? Have they for instance made an operator analysis or described the value chain in relation with the market/area in which the idea/project/process must be realised?		3	Market research – how does the market look now? Has the team made an operator analysis of existing ideas etc. in the professional field, are there competitors, or other things to consider?
Sustainable economy/business model To which extent has the team made clear/considered how to realise the idea/project/process based on a sustainable economy? It could be as an NGO company, social responsible company or project? It would be advantageous for the team to add an estimated budget.		3	Can you demonstrate how the idea/project/process can be realised? Reflect on how you set up a realistic budget with among others salaries/funds/earnings etc.
Collaborative and network relations Cooperation partners – which partners are relevant in order to realise the idea/process/project? Have you initiated		4	Cooperation partner study and contact establishment. Which operators can help you make the

contact with partners, experts, etc.? Who and why?			project succeed? Who have you already contacted? Are there any special networks that you need to be part of and why?
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OVERVIEW OF POINTS

1 - 3 points: For the insecure, insufficient and non-satisfying performance

4 - 5 points: For the tolerable performance with several considerable shortcomings

6 - 8 points: For the good performance

9 - 10 points: For the excellent performance with no, or only a few insignificant, shortcomings.

Pitch/presentation

Each team has 4 minutes to present their concept plainly and clearly.

Form of the presentation and good advice for the participants

- Your presentation may contain a video, but pay attention to the fact that your presentation must not consist of video only, and that the video must be produced by the team itself.
- Study how to build up a good pitch, so that you can prepare a strong presentation.
- Time is firmly controlled. When you have used the 4 minutes, your presentation will be stopped.

Evaluation criteria for pitch

Criteria (the Foundation's Taxonomy: Action, Creativity, Outward orientation, Personal attitude)	Point 1-10	Weighting	Advice for the team
Communication To which extent does the team give a creative and catchy presentation?		3	Work on making a short pitch that only contains the necessary. Work with storytelling and clear communication.
Target group To which extent is the team able to show the target group?		3	Data, studies, interviews and use of other means to support your idea and the target group for which you are creating value.
Value creation To which extent does the team succeed in telling about the value creation of their idea/project/process?		4	To whom and how does your idea create value? Explain for instance why the idea belongs to the chosen category among the four: Social Entrepreneurship, GreenTech, LifeTech or Service innovation?
Market To which extent does the team succeed in demonstrating a clear and ambitious business plan with an understanding of the surrounding market?		4	Consider why and how precisely your idea will take over the market or create a new market?

Strategy and feasibility To which extent does the team succeed in telling how their idea/project/process is going to be realised?		4	This gives you the opportunity to tell about your strategy for realising your idea. How are you going to do it, for instance who will help you, and how will it be financed?
NOTE TO THE JUDGES: It is not allowed for participants to use video exclusively, that is, video must not replace the personal stage presentation.			

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Conversation with judges

All teams must prepare a very short explanation of their concept, max. 2 minutes. At least one of the judges will have read the concept descriptions. After the team's short explanation, the interview takes place as a conversation between participants and judges with a feedback to the participants.

Form of the conversation and good advice to the participants

- Prepare a short description of the idea, max. 2 minutes. Remember that the judges have already heard your 4-minute presentation/pitch.
- Prepare yourselves to answer questions related to your concept description.
- In the remaining 8 minutes, the judges are free to ask questions about anything else they find relevant – it is possible that you will get unexpected questions.
- Each team has one interview with judges at the Regional Championships. The interview takes place without the presence of teachers and other teams.

Evaluation criteria for the conversation with judges

Criterion (the Foundation's Taxonomy: Action, Outward orientation, Personal attitude)	Point 1-10	Weighting	Advice for the team
Solution orientation To which extent does the team show reflection, understanding, solution		2	Train different scenarios that the judges may ask about. Both as a team and/or



orientation and adaptability in relation with unexpected challenges/weaknesses?			together with other teams before the Regional Championship.
Market To which extent has the team studied the existing market, for instance, have they made an operator analysis or described the value chain in relation with market/area in which the idea/project/process must be realised?		3	Set up scenarios related to your competitors. How will they and you influence each other's business?
Target group To which extent is the team able to relate to the target group? (Has the team worked out data and market analysis incl. competitor analysis?)		3	Use for instance surveys, field work, video material. In the closed interview and in the pitch, you could for instance surprise the judges with new knowledge that was not included in your concept description.
Collaborative and network relations To which extent is the team able to reflect on and has contacted new cooperation partners and networks that create value for their idea?		4	Examine the possibilities for potential cooperation partners, take contact and initiate possible cooperation.
Sustainable economy/business model To which extent is the team clear about/has the team thought about how the idea/project/process must be realised based on a sustainable economy? This may be as an NGO company, socially responsible company or project.		2	Explain why precisely your budget is realistic, how are you going to make money on your idea?
Strategy and realisation To which extent is the team able to reflect on the idea's potential for penetration and scalability?		3	Work on a plan of how your idea is going to grow. Are you in control of the value chain when it comes to partners, operators and persons who can support you?



OVERVIEW OF POINTS

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