

Evaluation of conversation with judges, Regional Championships, Start Up Programme

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.

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.

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 orientation and adaptability in relation with unexpected challenges/weaknesses?		2	Train different scenarios that the judges may ask about. Both as a team and/or 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.

<p>Collaborative and network relations</p> <p>To which extent is the team able to reflect on and has contacted new cooperation partners and networks that create value for their idea?</p>		4	<p>Examine the possibilities for potential cooperation partners, take contact and initiate possible cooperation.</p>
<p>Sustainable economy/business model</p> <p>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.</p>		2	<p>Explain why precisely your budget is realistic, how are you going to make money on your idea?</p>
<p>Strategy and realisation</p> <p>To which extent is the team able to reflect on the idea's potential for penetration and scalability?</p>		3	<p>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?</p>

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.

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.