

Evaluation of pitch/presentation, 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.

Pitch/presentation

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

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.			



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 presentation and good advice for the participants

- Your presentation may contain a video. However, 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.