

Evaluation of concept description, 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.

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?

<p>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.</p>		3	<p>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.</p>
<p>Collaborative and network relations Cooperation partners – which partners are relevant in order to realise the idea/process/project? Have you initiated contact with partners, experts, etc.? Who and why?</p>		4	<p>Cooperation partner study and contact establishment. Which operators can help you make the project succeed? Who have you already contacted? Are there any special networks that you need to be part of and why?</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.