



**START UP PROGRAMME**

DANISH FOUNDATION FOR ENTREPRENEURSHIP

Part of the  
education and  
entrepreneurship  
programme



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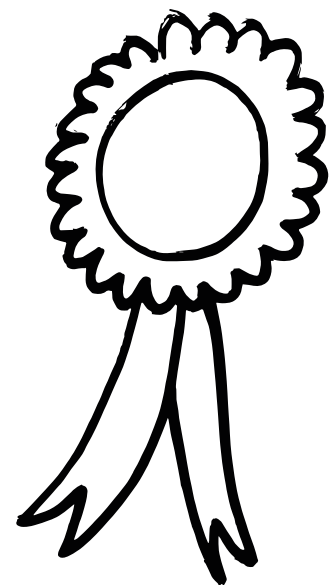
# Regional Championships in Entrepreneurship

A guide for students participating in the Regional Championships in Entrepreneurship  
– a practical, professional and personal learning experience for students.



# The Regional Championships in Entrepreneurship

Every year the Danish Foundation for Entrepreneurship hosts the Regional Championships in Entrepreneurship. Here students in the short and medium-length higher educations in Denmark can present and pitch their ideas in front of the audience and a panel of judges consisting of experienced businesspeople and entrepreneurs. All teams will receive written feedback from the judges. The most entrepreneurial team from each region is awarded 10,000 DKK. The winner teams from all Regional Championships all participate in the Danish Championship in Entrepreneurship in Copenhagen. And the winner of the Danish Championship continues to the European Championship.



# Why participate in the Regional Championships?



In a constantly changing world the ability to think creatively, find solutions and act on your ideas is highly sought for. Everyone can get an idea, but it takes practice to develop and act on it. Whether you are an employee or dreaming about starting up your own business it is not easy to take action on new ideas. If you participate in the Regional Championship in Entrepreneurship, you will get the opportunity to explore your creativity and practice how to develop your idea. You will gain a better understanding of the world we live in - and how we can improve it. You will be challenged and gain a lot of new personal and professional skills.

Earlier participants say:

” I’ve become braver and more confident of myself.

” I’ve become more aware of my own strengths and weaknesses – personally and professionally.

” I’m better at giving presentations in front of other people.

” I have a better understanding of my own competences and what I want for my future.



# What is an idea?

All ideas are welcome at the Regional Championships in Entrepreneurship. This applies regardless of the aim of the idea: is it social, environmental, cultural, economic or a something completely different? Ideas come in many shapes. An idea can be a product, a new workflow, a process, or a service.

Ideas can take many different forms, such as:

- A business idea: e.g. a technological solution perhaps with a business focus
- Organizational change and development of existing organizations, and development of existing services or processes
- Social and cultural entrepreneurship: e.g. development projects and -ideas, volunteer driven, not-for-profit, NGO work, etc.

The idea may be incremental in character meaning that it is a further development of a previous idea, but it may also be a radical innovation bringing a completely new solution to market. No matter what, the idea must include innovative elements. In addition, the team must not have worked on the idea before 1 August within the current school year.

# What is required?

First of all, you must have an idea. But it is just as important that you really want to try out and develop your idea. Furthermore, you must prepare a written concept description.

**Deadline for subscription is 1 April 2020.**

**Deadline for upload of your concept description is 6 April 2020.**

You participate in the championship in your own region. Here you and your team will pitch your idea in 4 minutes in front of the audience and judges. Moreover, your team and the judges will have a 10-minute conversation, where the judges can ask questions about your idea.

You can find more information about the regional championships at: <https://supeng.ffe-ye.dk/student/events-for-you-as-a-student/regional-championships-in-entrepreneurship-for-all-students>

2020  
**REGIONAL  
CHAMPIONSHIPS**

24 April in Copenhagen

29 April in Odense

5 May in Randers

# How to register for the championships?



In order to participate in the Regional Championships, your education or educational institution must be a member of Start Up Programme. You need to be associated with a teacher who must register your team – so, talk to your teacher if you want to participate. If your teacher does not know how to, then tell him/her to contact [carina@ffonden.dk](mailto:carina@ffonden.dk) - and we will send a detailed description.

## SIGN UP FOR START UP PROGRAMME



**1** REGISTRATION  
(TEACHER)



**2** CONFIRMATION MAIL  
(TEACHER)



**3** REGISTER TEAM LEADER  
& TEAM (TEACHER)



**4** CONFIRMATION MAIL  
(STUDENTS)



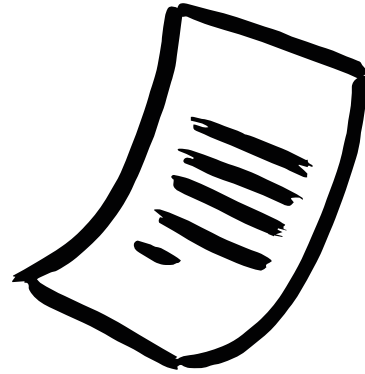
**5** REGISTER TO EVENT  
(STUDENTS)



**6** UPLOAD WRITTEN  
MATERIAL (TEAM LEADER)

## Requirements for the concept description

- Max. 7200 characters incl. everything except images (anything exceeding this will not be evaluated).
- Font size 12.
- Uploaded as a single PDF by 6 April 2020.
- The team can insert a link to a maximum 1-minute long video produced by the team itself (no reference to other people's videos).
- Regardless of idea, the team is expected to reflect on how the idea can be realized, their fundraising strategy and to have some sort of business plan in their concept description.



Your team also needs to consider which of the following categories your idea belongs to:

## GreenTech

Optimized resource utilization, recycling and green solutions. The idea may focus on opportunities in sustainable lifestyle and business, demographic challenges, urbanization, new technological opportunities, product development, digitalization or sharing economy.

## Social Entrepreneurship

Creating social value for individuals or communities, on a local, national or global level. The idea may focus on initiatives changing society, demographic challenges, educational development, urbanization, new technological opportunities and product development, digitalization or sharing economy.

## LifeTech

Development within welfare, health or learning. The idea may focus on improving or optimizing life and health challenges, new user experiences, new technology and products, financial technology, digitalization or sharing economy.

## Service Innovation

Development of experience or user design. The idea may focus on development or optimization of products and service design, experiences and events, financial technology, robotics, digitalization or sharing economy.

Suggested content for the concept description:

## 1 Short presentation of the idea

You may also give a graphic presentation of the idea.

## 2 Value creation

Do you create value for individuals or society?

## 3 Target group

To whom is the idea relevant?

## 4 The team

What kind of competences do you have?

## 5 Idea and business plan

How is the project financially sustainable?

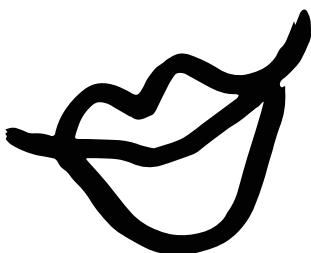
## 6 Partners and networks

Who do you need in the future process?

# How to prepare yourself

### 4-minute pitch

- Present your concept clearly. Video material produced by the team may be included, but the presentation may not be solely video.
- Time is firmly controlled. When the 4 minutes have passed, your presentation will be interrupted.



### 10-minute conversation with the judges

**(takes place without the presence of others):**

- Prepare a brief presentation of your concept (max 2 minutes). Remember the judges have already heard the pitch.
- Afterwards, the judges can ask questions about your concept description or other things they consider relevant - unforeseen questions may arise.

The judges evaluate on the basis of: solution orientation, market, target group, collaborative and networking relationships, sustainable economy/ business model, strategy and realization.

# What happens at the Regional Championship in Entrepreneurship?

On the very day of the championship, you and your team will pitch your idea in front of a panel of judges and afterwards have a 10-minute interview with the judges. You will get sparring from other teams and teachers, and finally you have the opportunity to get advice from local experts. During the day there will be inspirational presentations and opportunities to meet with your teacher and other students, who are also passionate about entrepreneurship and good ideas.





# Programme

Regional Championship  
in Entrepreneurship

● **9:00 am**  
Welcome

● **9:30 am**  
Pitching time!

● **11:15 am**  
Conversation with judges  
Team sparring  
Counseling


Lunch

30 min. mutual inspiration, for students and teachers

● **2:30 pm**  
What did we learn?

● **3:00 pm**  
Award ceremony and conclusion

● **3:30 pm**  
Thank you!



**We hope you  
would like to  
participate and  
we can't wait to  
get your ideas!**

You can find more information here:

<https://supeng.ffe-ye.dk>

Or contact programme manager, Carina Hammer  
from the Danish Foundation for Entrepreneurship at:  
[carina@ffefonden.dk](mailto:carina@ffefonden.dk)



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