

Danish Entrepreneurship Festival

Share your idea!

GUIDE



**DANISH
ENTREPRENEURSHIP
FESTIVAL**
FONDEN FOR ENTREPRENØRSKAB



DANISH FOUNDATION FOR ENTREPRENEURSHIP
MEMBER OF JA WORLDWIDE

Everyone can create change

Do you have a great idea? Or do dream about making a difference? Great ideas are in demand in ALL areas of society, at all levels and in all workplaces - public as well as private. In the fall, you can practice how to develop and act upon a great idea. You can do this by participating in 'Share your idea'. All students from short and medium-term programs can participate.

Good ideas are needed on a very small, specialized and very close scale - but you are also allowed to go big. The ability to think new and create change is something everyone can practice!

In the following you can read why and how you can participate in Share your idea.

How do you practice in creating change?

Competences to create change and develop good ideas involve many different aspects - and there is no set recipe to follow. Creating change involves being able to identify a problem or a demand. You need to understand your surroundings and the specific target group that are in need of change. Creating change is about creativity, idea generation and collaboration. It is about developing, testing and making the idea come true. And it is also about daring to tell others about your idea. By participating in Share your idea, you will try your hand at this.

Share your idea - the process in short:

- You are studying at a business academy, a college, art school or mechanical engineering school.
- You develop an idea or project - alone or with others.
- You and your group write a 2-page written product about the project and your idea - an idea description. This is submitted no later than 27 October 2020 at 12.00 in PDF pr. mail to kirstine@ffefonden.dk.
- At the Danish Entrepreneurship Festival, Wednesday 18 November, you have the opportunity to discuss your idea with one or two professional sparring partners online, who have already read your written idea description.
- Subsequently, your educator will receive written feedback on your project from the advisors. You will reflect on learning outcomes - and if you like, you can continue working on the idea.

Who can participate?

All students studying at a business academy, a college, artistic or mechanical engineering school, working on a project and an idea can participate. It does not matter how much time you have used on develop on your idea. It is about getting sparring and new inputs on your project and tell other people about it. If you, on the other hand, participate in the Idea Competition, the idea must have arisen no earlier than 1th of August, in the current school year.

Share your idea consists of three main elements:

- 1) A 2-page written idea description
- 2) A conversation of 10 min. with one or two sparring partners from the Danish business community and public institutions, who can provide input, ask relevant questions and where you can receive advices.
- 3) Written feedback on your project, which will be sent to your educator after week 47.

Alle studerende på et erhvervsakademi, professionshøjskole, kunstnerisk eller maskinmesterskole som arbejder med et projekt og en ide kan deltage. Til 'Del din idé' er alle studerende velkomne, uanset hvor længe du har arbejdet på din ide. Skal du derimod deltage i Idekongurrencen skal idéen være opstået tidligst 1. august, og altså i indeværende skoleår.

The written idea description

The idea description is a written presentation of your idea or project; briefly and precisely. You can insert a pictures / visualization / illustration. You have max. two pages (4800 characters).

You must use the headings of the template below. The text in italics is intended as inspiration for what you should consider along the way when developing your idea – and what you should write about in your idea description.

Idea

Describe what your problem is and how your idea helps solve this problem. Explain how you came up with the idea, and what is the innovative about your idea. Explain how you have researched the market, and how your idea differs from what already exists. Explain how your idea is based on your particular professionalism or knowledge. If you already have devised a business model, it can be described here.

Value creation

Explain how and for whom your idea creates value and makes a difference. Explain what value the idea creates, and whether the value is social, cultural, environmental and / or economic.

Target group

Explain why you have chosen this particular target group and why the target group needs your idea. Describe which studies and knowledge support that your idea meets a real need of the target group.

Feasibility

Describe what resources (eg finances, knowledge, partners) you need to realize the idea. What will it eg. cost to make your idea a reality? Explain how you have researched or tested whether the idea can be realized.

Partners

Tell us about your network and partners, and how they have contributed to the development of your idea. Who did you talk to, what feedback did you get and how did you use it? Describe which future partners you need to get in touch with.

Registration for Share your idea

1. I register on the Danish Entrepreneurships festival's website, click [here](#) (scroll down).
2. Remember to register the full names of all members of the team
3. Send your idea description no later than Tuesday 27 October 2020 at 12.00 in PDF format to kirstine@fonden.dk.

In the email you must state:

- Names of members of the group
- Name of the team/project/idea
- A telephone number of one in the group
- Education and educational institution
- Teacher

4. You are now registered, and will be notified by email when on the day 18 november, you must meet the professional sparring partners.

Conversation with professional sparring partners

The conversation will last 10 minutes. The advisers have already read the description of your idea/project beforehand, but we recommend that you spend the first two minutes presenting yourself and your idea, telling about any changes, or if you have continued developing on the idea since you wrote the description. It is also a good idea if you have prepared questions and considered what you want input from the advisors.

This year, the meeting will take place virtually due to the CV-19 pandemic. This means that you can save transport and sit at home with your team. At the same time it is a really good opportunity to practice telling other people about your idea and get qualified feedback.

We will inform about the more technical details as we get closer to Danish Entrepreneurship Festival and the 18th of November.

What is the Danish Entrepreneurship Festival?

Under normal circumstances, the Foundation for Entrepreneurship invites more than 7.000 students to Danish Entrepreneurship Award, but the CV-19 pandemic means that nothing is as it used to be. Because of this Danish Entrepreneurship Award has been transformed into a online entrepreneurship festival, which we call the Danish Entrepreneurship Festival.

The festival lasts all week (week 47) and a lot of exciting things are on the program. In addition to activities like Share Your idea, there will be pitch competitions, talks from young entrepreneurs and live debates! You can watch the program [here](#) - and find exactly the things you want to see. Everyone can participate.

If you have any questions regarding the Danish Entrepreneurship Festival, you can write to project manager catrine@ffefonden.dk. If you have any questions about Share your idea, you can write to kirstine@ffefonden.dk

Under normale omstændigheder afholder Fonden for Entreprenørskab hvert år Danish Entrepreneurship Award i Fredericia Kongrescenter, men CV-19-pandemien betyder, at intet er, som det plejer. Derfor er Danish Entrepreneurship Award blevet til en online entreprenørskabsfestival i uge 47, som vi kalder Danish Entrepreneurship Festival.

Festivalen varer hele ugen, og der er rigtig mange spændende ting på programmet. Der vil foruden aktiviteter som *Del din ide* være pitch-konkurrencer, talks fra unge iværksættere og live debatter! Du kan se programmet [her](#) – og finde lige præcis de ting, du gerne vil se. Alle kan deltage.

Har du nogen spørgsmål ang. Danish Entrepreneurship Festival kan du skrive til projektleder catrine@ffefonden.dk. Har du nogen spørgsmål til *Del din idé*, kan du skrive til kirstine@ffefonden.dk