

How to participate in the Idea Competition

Higher Education



**DANISH
ENTREPRENEURSHIP
FESTIVAL**
FONDEN FOR ENTREPRENØRSKAB



FONDEN FOR ENTREPRENØRSKAB
MEDLEM AF JA WORLDWIDE

The Idea Competition for higher education

Under normal circumstances, the Idea Competition would be held at the Danish Entrepreneurship Award in Fredericia Kongrescenter, due to the CV-19 pandemic this is no longer an option. Because of this the Danish Entrepreneurship Award has been transformed into an online entrepreneurship festival. We call it Danish Entrepreneurship Festival, and will last all of week 47.

The Idea Competition is an important element at the Danish Entrepreneurship Award - and also at the Danish Entrepreneurship Festival. The Idea Competition is held for all three levels of education: primary school (7th - 10th grade), upper secondary education and higher education.

In the following, you can read about the Idea Competition and what the rules are for participating. From p. 4 you will find a step-by-step guide for registration. On page 20 you find the criteria for the written description and the pitch.

IN BRIEF: What is the Idea Competition?

- Students develop on an idea within one of the four categories: Social Entrepreneurship, LifeTech, Service Innovation and GreenTech.
- The students and their educators sign up for the Danish Foundation for Entrepreneurship registration platform called: [My Page](#).
- The students prepare and enter a written description of their idea on a maximum of two pages (4800 characters with team name) on [My Page](#) - deadline no later than Tuesday 27 October 2020 at 12.00 o'clock.
- On Wednesday 18 November at the Danish Entrepreneurship Festival, each team must pitch their idea in 3 minutes for a pair of judges. This will happen online in "closed online spaces". After the pitch there will be a 7 min. conversation between the team and the judges.
- The 10 teams with the most points, no matter category advance to the finals on Friday the 20th of November. Here the teams will pitch their idea again. The team with the most points goes is named the winner and will receive DKK 10,000.
- Subsequently, all teams receive written feedback on their idea from the judges which will be send to the educators.

THE WRITTEN IDEAS DESCRIPTION

To participate in the Idea Competition, students must prepare a written idea description. The written idea description must be a maximum of two pages (a total of 4800 characters including spaces). The idea description must be entered via our online registration site 'My page'. Unfortunately, you can NOT upload a document, but you can copy paste your text in. The description must be based on the headings of the assessment criteria. The criteria can be found in the end of this document.

Only written idea descriptions entered via My page are received. You can NOT email or send the written idea description by post.

Students must enter the written idea description no later than October 27, 2020, at. 12.00

VIRTUAL PITCH AND CONVERSATION

At the Danish Entrepreneurship Festival, the team will pitch their idea in 3 min. for a pair of judges. After the pitch there will be 7 min. for questions, feedback and advices from the judges.

This will take place online, why it is important that you reflect on how you coordinate the pitch - is there e.g. one who controls the PowerPoint / technique, and one who pitches? We recommend using a split screen and using PowerPoint or similar, but this is not a requirement. Also, make sure that the microphone is working and that the background is relatively calm.

The criteria can be found in the end of this document.

THE FINAL

The 10 teams with the most points qualify for the final on Friday 20 November. Here, the score is reset, and each team must pitch their idea again in front of a panel of judges in 3 minuttet. After the pitch, the judges can ask in-depth questions. Once all teams have pitched, a winner is found based on points across categories.

PRIZES

The team, who is the overall winner for the higher education programs Idea Competition, receives a prize of DKK 10,000.

RATINGS

The judges are representatives from the Danish business community, organizations and public institutions. Assessment criteria have been prepared for both written idea description and pitch. The team is judged according to a points system, where the team with the highest score advances to the final. In the final, the teams will be judged according to the same criteria as in the first round.

The criteria can be found in the end of this document.

Rules for participation in the Idea Competition

Regardless of team size, you can join, individuals can also participate. All members of the team must register for the Idea Competition on the registration page My Page. Only one idea can be registered per team.

When the team is registered, the student who registers first automatically becomes the team leader and will be the person who receives information about the Idea Competition and the Danish Entrepreneurship Festival.

It is NOT possible to participate if:

- The team has created capital with their idea of over 50,000 DKK.

- The idea already exists - copying is not allowed. Ideas may be based on existing inventions, but some sort of re-developed and it must create value in a new way.

CATEGORIES

When the team register for the Idea Competition, a category must be selected. How do you create and relate to the chosen category must be part of your reflections. In addition, the categories are benchmarks for the Foundation for Entrepreneurship and judge recruitment.

Higher education has these categories to choose from:

- **GreenTech**

Optimized resource utilization, recycling, and green solutions. E.g. focus on opportunities in sustainable lifestyles and businesses, demographic challenges, urbanization, new technological opportunities, product development, digitization, sharing economy.

- **Social Entrepreneurship**

Creating social value for individual or society, nationally or globally. E.g. focus on socially changing initiatives, demographic challenges, educational development, urbanization, new technological opportunities and product development, digitalization and sharing economy.

- **LifeTech**

Development in welfare, health or learning. E.g. focus on improving or optimizing life and health challenges, new user experiences, new technology and products, financial technology, digitization and sharing economy.

- **Service innovation**

Development of experience and user design. E.g. focus on product development or optimization and service design, experiences and events, financial technology, robot technology, digitization and sharing economy.

Contact

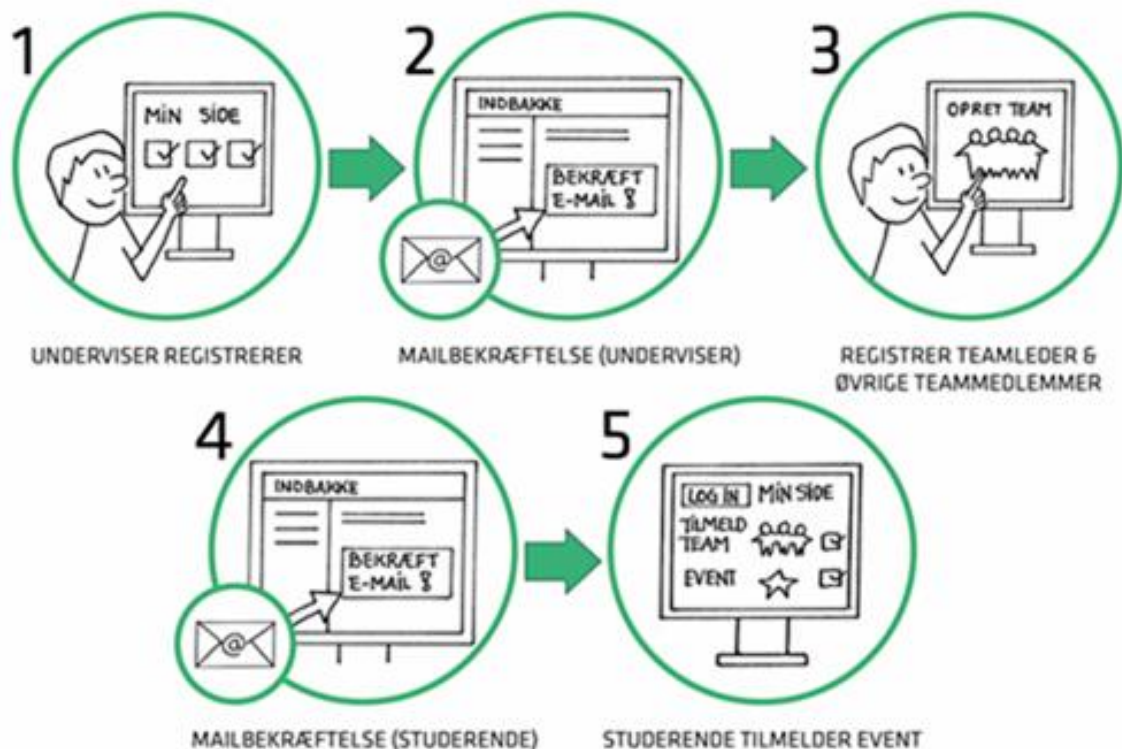
If you have questions about the Idea Competition at the Danish Entrepreneurship Festival, contact project assistant Kirstine Laursen-Keldorff at kirstine@ffefonden.dk.

Registration guide: How to register for the Idea Competition?

This guide is divided into four steps. The educator must do the two first steps, while the students are responsible for the two last ones.

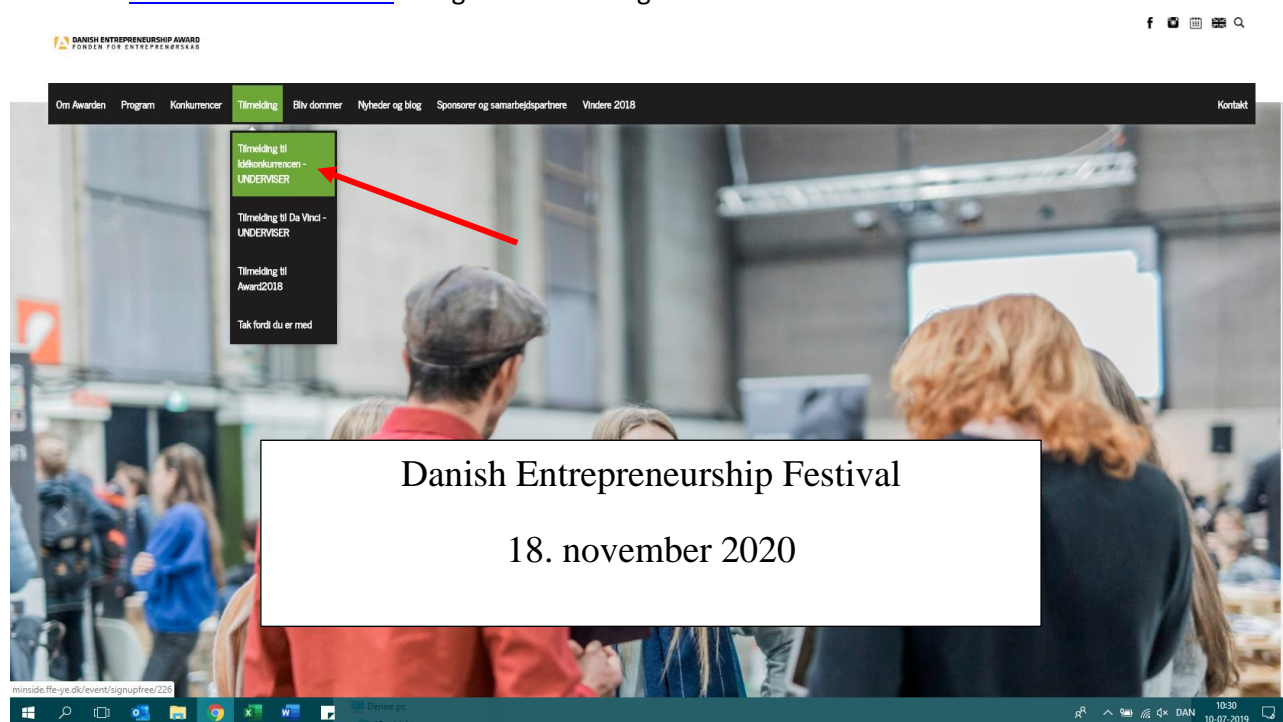
- **Step 1:** The educator registers himself on My Page.
- **Step 2:** The educator creates the teams
- **Step 3:** The team confirms per. mail (SEE SPAM) and sign up for the Idea Competition event. This can be done by the educator or the team leader.
- **Step 4:** The team leader enters the written idea description no later than Tuesday 27 October 2020 at 12.00

DEADLINE to register AND enter the written idea description for the Idea Competition is Tuesday 27 October 2020 at 12.00

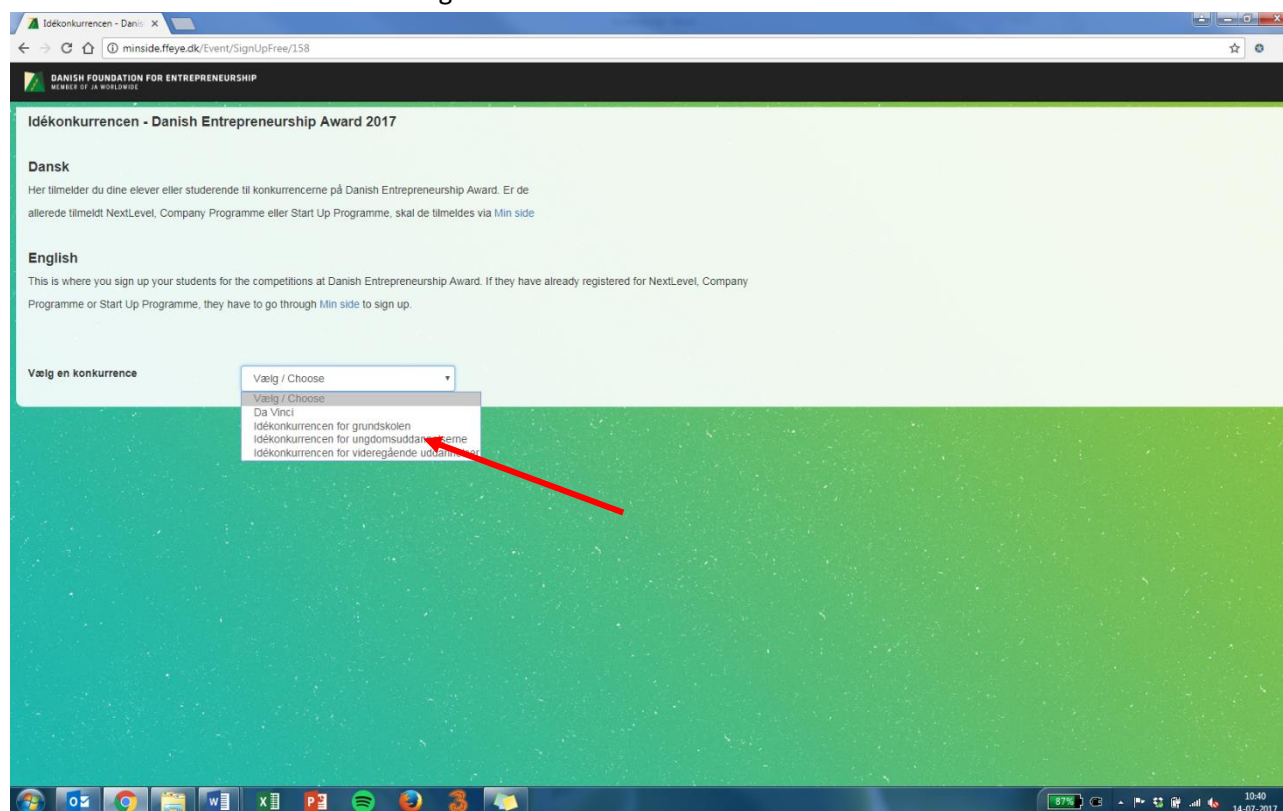


Step 1: Educator registration


Go to the [FESTIVAL HOMEPAGE](#) and go to 'Tilmelding til Idékonkurrencen'.



Choose 'Idékonkurrencen for videregående uddannelser' on the list.



Type in your informations.

 **DANISH FOUNDATION FOR ENTREPRENEURSHIP**
MEMBER OF JA WORLDWIDE

Tilmeld først underviser til Danish Entrepreneurship Award

Navn / Name

E-mail

Adgangskode / Password


kodeordet skal være mindst 4 karakterer langt


Gentag adgangskode / Repeat Password

Skole / Institution / School

Opret

You will now receive a confirmation email (check your spam filter if necessary). Now click on 'Confirm your registration here'. You will be sent to My page, where you must enter additional information.

 **DANISH FOUNDATION FOR ENTREPRENEURSHIP**
MEMBER OF JA WORLDWIDE

 Login

Bekræft konto

Navn

Telefon

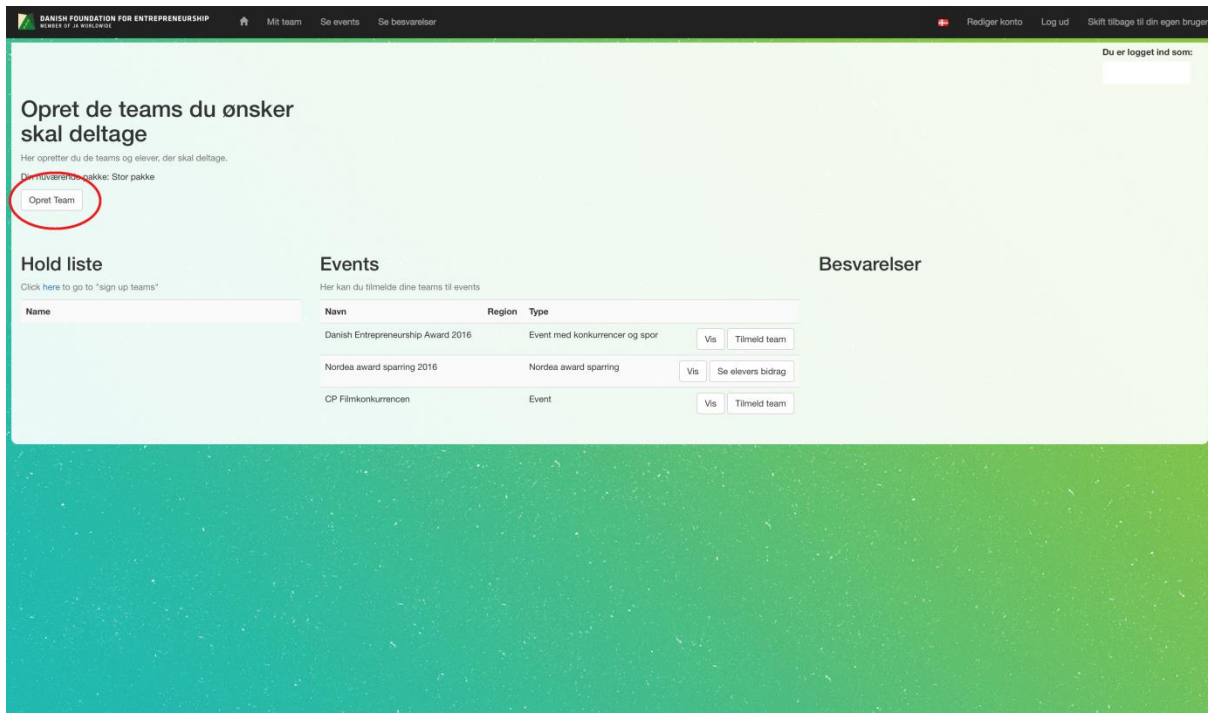
Uddannelse

HHX

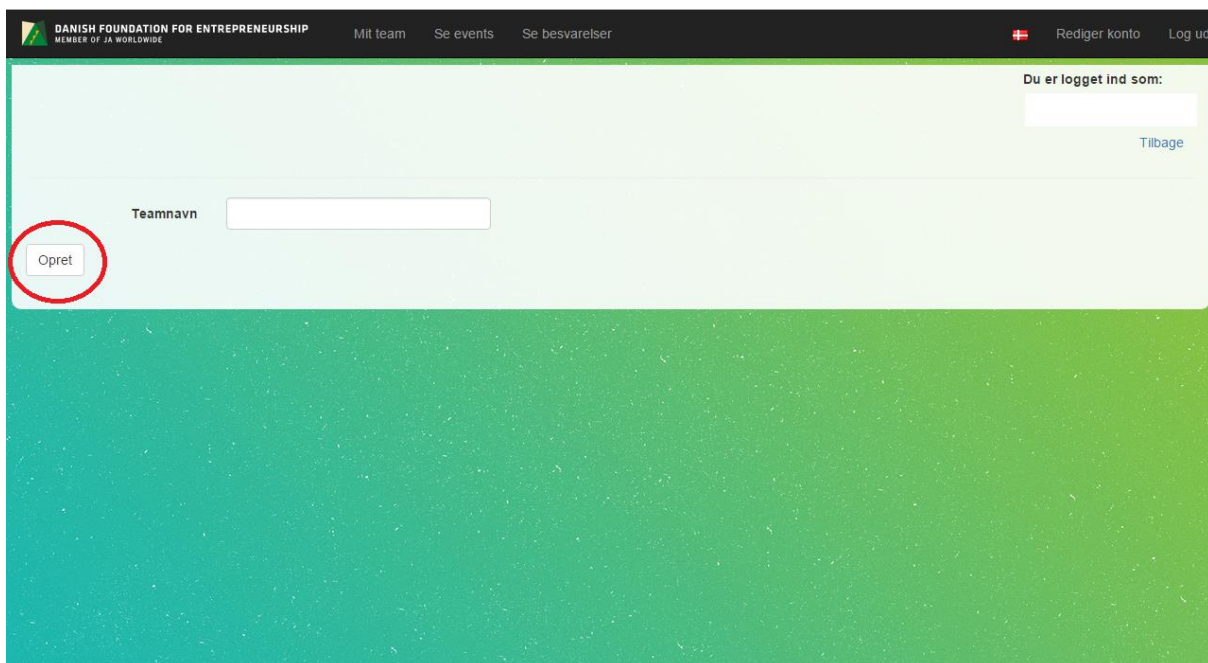
Bekræft

Step 2: Create teams

You have now been sent to the front page of My Page. Here the educator can create the teams that will participate in the Idea competition. Click 'Create Team/Opret Team' to create a team.



Write the name of the team and click 'Opret'.



Write the name and the email on the students in the team.

The first student you type in will be the team leader. NOTE, only the team leader can type in the written idea description. You can change the team leader by winging one of the other team members as leader.

DANISH FOUNDATION FOR ENTREPRENEURSHIP

MEMBER OF JA WORLDWIDE

Mit team

Se events

Se besvarelser

Rediger konto

Log ud

Skift tilbage til din egen bruger

Du er logget ind som:

Tilbage til liste og opret team

Team navn: testaward

Du kan nu tilføje elever til teamet.

Redigér team

Team navn

testaward

Gem

Tilføj en ny elev til teamet

Navn

E-mail

Tilføj

Elever på teamet

OBS: Elever kan flyttes til andre hold, så længe holdet ikke er tilmeldt en konkurrence.

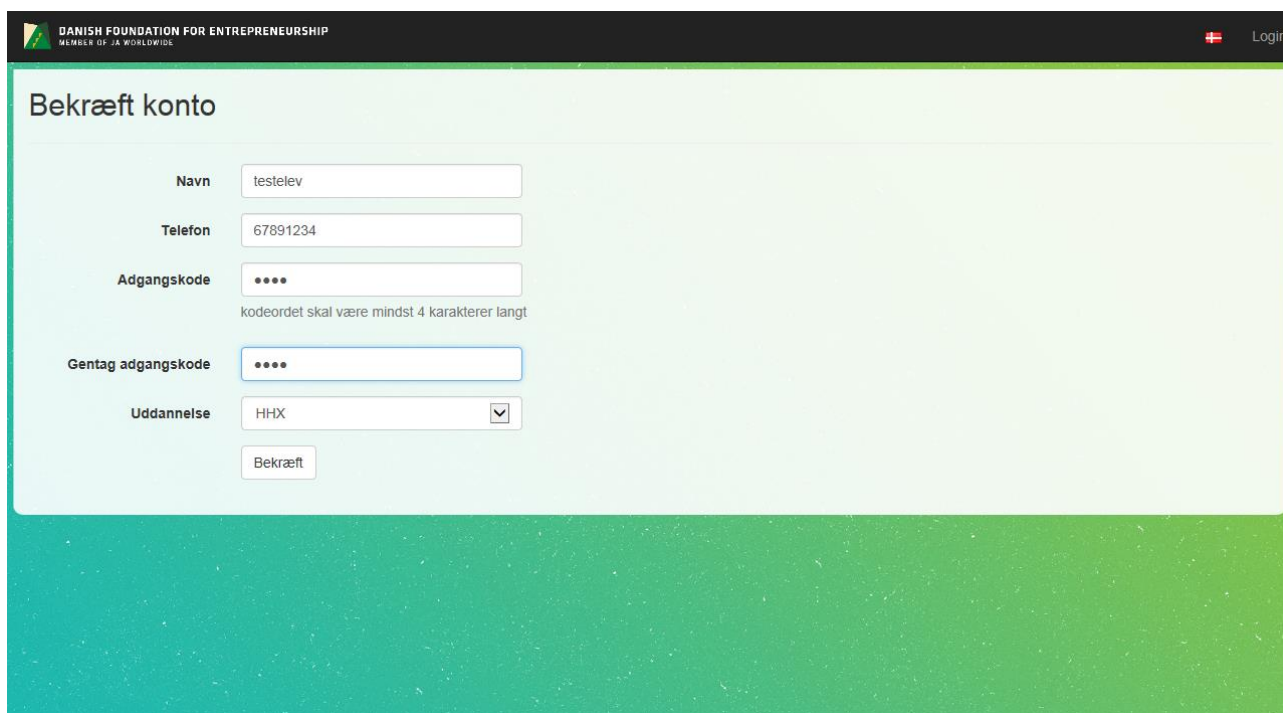
Navn	Telefon	Email	Leder	Bekræftet	
Matias		@gmail.com	<input type="checkbox"/>	<input type="checkbox"/>	Skift hold
Anne		@live.dk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Skift hold
Oliver		@gmail.com	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Skift hold
Casper		@gmail.com	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Skift hold

Gensend email

8

The affiliated students will now receive a confirmation email (check the spam filter if necessary). They must click on a link to confirm their registration. When the student clicks on the link, they will be sent to the confirmation page where they have to enter additional information. Click on 'Confirm/Bekræft' - and then the students have access to My page.

Step 3: The educator OR the team leader can now register for the Idea Competition



The screenshot shows a web form titled "Bekræft konto" (Confirm account) on a dark header bar. The header bar contains the logo "DANISH FOUNDATION FOR ENTREPRENEURSHIP" and "MEMBER OF JA WORLDWIDE" on the left, and a Danish flag icon and "Login" link on the right. The form itself is light green and contains the following fields:

- Navn** (Name): A text input field containing "testelev".
- Telefon** (Phone): A text input field containing "67891234".
- Adgangskode** (Password): A text input field with four dots. Below it, a note says "kodeordet skal være mindst 4 karakterer langt" (password must be at least 4 characters long).
- Gentag adgangskode** (Repeat password): A text input field with four dots.
- Uddannelse** (Education): A dropdown menu with "HHX" selected and a downward arrow icon.
- Bekræft** (Confirm): A button at the bottom of the form.

This step is divided into an A- and B-track – depending on if it is an educator or a student who is doing the registration.

Step 3.A – Registration: Educator

As an educator you can view and register the teams created on the front page of My Page. Register each team for the competition by clicking 'Register team/Tilmeld Team' next to the Danish Entrepreneurship Festival under 'Events'.

The screenshot shows the website of the Danish Foundation for Entrepreneurship. The header includes navigation links: 'Mit team', 'Se events', 'Se besvarelser', 'Rediger konto', 'Log ud', and 'Skift tilbage til din egen bruger'. A user is logged in, as indicated by 'Du er logget ind som: [username]'.

The main content area is divided into three sections:

- Opret de teams du ønsker skal deltage**: A section for creating teams, with a button 'Opret Team'.
- Hold liste**: A list of teams to be managed, including 'testaward 1' through 'testaward 6', each with 'Info' and 'Rediger' buttons.
- Events**: A table of events with columns 'Navn', 'Region', and 'Type'. The 'Tilmeld team' button is circled in red.
- Besvarelser**: A list of test awards, including 'testaward 1' through 'testaward 7', each with a 'Se Besvarelse' button.

Navn	Region	Type	Vis	Tilmeld team
Danish Entrepreneurship Award 2016		Event med konkurrencer og spor	Vis	Tilmeld team
Nordea award sparring 2016		Nordea award sparring	Vis	Se elevens bidrag
CP Filmkonkurrencen		Event	Vis	Tilmeld team

testaward	Danish Entrepreneurship Award 2016	Se Besvarelse
testaward 2	Danish Entrepreneurship Award 2016	Se Besvarelse
testaward 1	Danish Entrepreneurship Award 2016	Se Besvarelse
testaward 6	Danish Entrepreneurship Award 2016	Se Besvarelse
testaward 7	Danish Entrepreneurship Award 2016	Se Besvarelse
testaward 3	Danish Entrepreneurship Award 2016	Se Besvarelse
testaward 5	Danish Entrepreneurship Award 2016	Se Besvarelse

Register the desired teams by clicking on 'Go to registration/Gå til tilmelding' next to each team. Tilmeld de ønskede teams ved at trykke på 'Gå til tilmelding' ud for hvert enkelt team.

The screenshot shows the 'Tilmeld team' page on the Danish Foundation for Entrepreneurship website. The page has a dark header with the logo and navigation links: 'Mit team', 'Se events', 'Se besvarelser', 'Rediger konto', and 'Log ud'. A user is logged in, as indicated by 'Du er logget ind som:'. The main content area is titled 'Tilmeld team' and contains a table with the following data:

Navn	Antal studerende	Tilmeldt	
testaward 1	1	<input type="checkbox"/>	Gå til tilmelding
testaward 2	4	<input type="checkbox"/>	Gå til tilmelding
testaward 3	2	<input type="checkbox"/>	Gå til tilmelding
testaward 4	5	<input type="checkbox"/>	Gå til tilmelding
testaward 5	4	<input type="checkbox"/>	Gå til tilmelding
testaward 6	4	<input type="checkbox"/>	Gå til tilmelding


The 'Gå til tilmelding' link for 'testaward 1' is circled in red.

Kryds først Idékonkurrencen af og herefter den kategori, teamet ønsker at deltage i. Klik til sidst på 'Tilmeld'.

The screenshot shows the registration form for the Danish Entrepreneurship Award 2016. The page has a dark header with the logo and navigation links: 'Regions Leder', 'Hold', 'Admin', 'Liste udtræk', 'Rediger konto', and 'Log ud'. A user is logged in, as indicated by 'Du er logget ind som:'. The main content area is titled 'Test testaward 1 tilmelding til Danish Entrepreneurship Award 2016'. Below the title, there is a description of the award and a link to the registration page. The form contains the following sections:

- Konkurrencer**: A list of competitions with checkboxes. 'Idé Konkurrencen' is checked, and 'Da Vinci' is unchecked.
- Idé Konkurrencen spor**: A list of categories with radio buttons. 'Science & Technology' is selected, and 'Society & Globalization', 'Business & Service', and 'Trade & Skills' are unselected.
- Tilmeld**: A button to submit the registration, which is circled in red.

Gentag processen med de øvrige teams på listen, som du vil tilmelde til konkurrencen. Når alle teams er tilmeldt konkurrencen, ser det sådan ud.

 DANISH FOUNDATION FOR ENTREPRENEURSHIP
MEMBER OF JA WORLDWIDE

[Mit team](#) [Se events](#) [Se besvarelser](#)

[Rediger konto](#) [Log ud](#) [Skift tilbage til din egen bruger](#)

Du er logget ind som:

Tilmeld team

Navn	Antal studerende	Tilmeldt	
testaward 1	4	<input checked="" type="checkbox"/>	Team er allerede tilmeldt.
testaward 2	4	<input checked="" type="checkbox"/>	Team er allerede tilmeldt.
testaward 3	2	<input checked="" type="checkbox"/>	Team er allerede tilmeldt.
testaward 4	5	<input checked="" type="checkbox"/>	Team er allerede tilmeldt.
testaward 5	4	<input checked="" type="checkbox"/>	Team er allerede tilmeldt.
testaward 6	4	<input checked="" type="checkbox"/>	Team er allerede tilmeldt.

Step 3.B – Registration: Student (team leader)

As team leader you register via '[Min side](#)'. Register the team for the competition by clicking 'Tilmeld team' in front of the Danish Entrepreneurship Festival under Events.

The screenshot shows the user interface of the Danish Foundation for Entrepreneurship website. The header includes the logo and navigation links: 'Mit team', 'Konkurrencer', and 'Tilmeldte events'. The user is logged in, as indicated by the 'Du er logget ind som:' field in the top right corner.

The main content area is divided into three sections:

- Team test 2**: A section for team testing.
- Min side**: The user's profile page, which is the focus of the registration process.
- Events**: A list of events where the team can be registered. The 'Tilmeld team' button is highlighted with a red circle.

The 'Events' section contains a table with the following data:

Navn	Region	Type	Tilmeld team
Danish Entrepreneurship Award 2016		Event med konkurrencer og spor	<input type="button" value="Tilmeld team"/>
Nordea award sparring 2016	Nordea award sparring		<input type="button" value="Tilmeld team"/>
CP Filmkonkurrencen	Event		<input type="button" value="Tilmeld team"/>

The 'Tilmeldte events' section shows a list of events where the team has been registered, including 'Tilmeldte sparring events'.

First click at the Idea Competition and then the category the team wants to participate in. Finally, click on 'Register'.

DANISH FOUNDATION FOR ENTREPRENEURSHIP
MEMBER OF JA WORLDWIDE

Regions Leder Hold Admin Liste udtræk

Du er logget ind som:

Test testaward 1 tilmelding til Danish Entrepreneurship Award 2016

Danish Entrepreneurship Award er Danmarks største idéfest for elever og studerende, hvor erfarne erhvervsfolk står klar med rådgivning og series sparring. En bred vifte af oplægsholdere giver inspiration til livet som iværksætter, og dagen afsluttes med et brag af et awardshow, hvor de bedste idéer fejres.

For at deltage i konkurrencerne, skal teamet tilmelde sig via "Min Side" minside.feye.dk.

Konkurrencer

☒ Idé Konkurrencen

☐ Da Vinci

Idé Konkurrencen spor

☐ Science & Technology

☒ Society & Globalization

☐ Business & Service

☐ Trade & Skills

Tilmeld

Once the team is registered for the competition, you will return to the front page, which now looks like this. Remember that you must also enter the written idea description to participate in the Idea Competition (step 4).

DANISH FOUNDATION FOR ENTREPRENEURSHIP
MEMBER OF JA WORLDWIDE

Mit team Konkurrencer Tilmeldte events

Du er logget ind som:

Team test 2

Min side

Elever på teamet

Navn	Email	Leder
Marcus	test@gmail.com	<input checked="" type="checkbox"/>
Casper	test@gmail.com	<input type="checkbox"/>
Nickolai	test@gmail.com	<input type="checkbox"/>
Oskar	test@gmail.com	<input type="checkbox"/>

Events

Her kan du tilmelde dine teams til events

Navn	Region	Type	Tilmeld team
Danish Entrepreneurship Award 2016		Event med konkurrencer og spor	<input type="button" value="Tilmeld team"/>
Nordea award sparring 2016	Nordea award sparring		<input type="button" value="Tilmeld team"/>
CP Filmkonkurrencen	Event		<input type="button" value="Tilmeld team"/>

Tilmeldte events

Navn	Konkurrencer	Kategorier	Upload
Danish Entrepreneurship Award 2016	Idékonkurrencen	Society & Globalization	<input type="button" value="Vis"/> <input type="button" value="Bdrag"/>

Tilmeldte sparring events

Navn

Step 4: Enter the written idea description

As a team leader, you must enter your team's written idea description via the front page of My page. You do this by clicking on 'Bidrag', meaning contributions.

DANISH FOUNDATION FOR ENTREPRENEURSHIP
MEMBER OF JA WORLDWIDE

Home Mit team Konkurrencer Tilmeldte events Rediger konto Log ud Skift tilbage til din egen bruger

Du er logget ind som:

Team test 2

Min side

Elever på teamet

Navn	Email	Leder
Marcus	test@gmail.com	<input checked="" type="checkbox"/>
Casper	test@gmail.com	<input type="checkbox"/>
Nickolai	test@gmail.com	<input type="checkbox"/>
Oskar	test@gmail.com	<input type="checkbox"/>

Events
Her kan du tilmelde dine teams til events

Navn	Region	Type	Tilmeld team
Danish Entrepreneurship Award 2016		Event med konkurrencer og spor	<input type="button" value="Tilmeld team"/>
Nordea award sparring 2016	Nordea award sparring		<input type="button" value="Tilmeld team"/>
CP Filmkonkurrencen	Event		<input type="button" value="Tilmeld team"/>

Tilmeldte events

Navn	Konkurrencer	Kategorier	Upload
Danish Entrepreneurship Award 2016	Idekonkurrencen	Society & Globalization	<input type="button" value="Vis"/> <input type="button" value="Bidrag"/>

Tilmeldte sparring events

Navn

You will now see the page where you have to enter the idea description and where you can see what the idea description should contain. You must enter the idea description directly in the field. You can copy paste text.

When you have finished entering, click on 'Færdig', meaning done.

The screenshot shows a web page for the Danish Foundation for Entrepreneurship. The header includes the logo and navigation links: 'Mit team', 'Konkurrencer', 'Tilmeldte events', 'Rediger konto', 'Log ud', and 'Skift tilbage til din egen bruger'. The main heading is 'Bidrag fra testaward hold' followed by 'Til Danish Entrepreneurship Award 2016'. The page is divided into several sections for idea description: 'Beskrivelse af idéen', 'Bruger- eller kundebehov', 'Realiserbarhed og fremtidspotentiale', 'Skabelse af værdi', and 'Kontakter'. Each section has a brief instruction. On the right, there is a 'Skift spor' (Switch track) section with radio buttons for 'Society & Globalization', 'Science & Technology', 'Business & Service', and 'Trade & Skills'. The 'Science & Technology' option is selected. Below these sections is a large text area for 'Indtast en skriftlig præsentation' (Enter a written presentation). Above the text area is a warning: 'OBS!!! Hvis i kopierer fra word skal i formatere via format. Se screenshot. Ellers vil teksten ikke kunne gemmes.' The text area has a toolbar with 'Edit' and 'Format' buttons, and a 'Formats' dropdown. Below the text area is a 'Færdig' (Done) button, which is circled in red. The text 'Dette er min aflevering :)' is visible in the text area. The character count '2400' is shown at the bottom left of the text area.

Now you have two options. You can either click on 'Gem bidrag', meaning save your contribution. By doing so you can return and correct your idea description later. Your idea description is thus NOT submitted yet.

When you have completely finished your idea description and want to submit it, click on 'Aflever bidrag', meaning submit your contribution. After this, you can NO longer edit the idea description.

The screenshot shows a web application for the Danish Foundation for Entrepreneurship. A modal window titled "Bidrag for team Torbens hold" is open, displaying two options: "Gem Bidrag" (Save Contribution) and "Indsend Bidrag" (Submit Contribution). The "Gem Bidrag" option includes a button labeled "GEM DIT BIDRAG". The "Indsend Bidrag" option includes a checkbox for "Jeg forstår og accepterer, at jeg indsender opgaven og derfor ikke kan ændre indholdet yderligere." and a button labeled "AFLEVER DIT BIDRAG". The background shows a form titled "Bidrag fra Torbens hold" with sections for "Beskrivelse af idéen", "Bruger- eller kundebehov", "Realiserbarhed og fremtidspotentiale", "Skabelse af værdi", and "Kontakter". A text editor is visible at the bottom of the form.

Bidrag fra Torbens hold

Til Danish Entrepreneurship Award 2016

Beskrivelse af idéen

I hvor høj grad præsenteres idéen og det særlige ved idéen enkelt og tydeligt?

Bruger- eller kundebehov

I hvor høj grad er der et behov for idéen, eller kan et sådant skabes/udvikles?

Realiserbarhed og fremtidspotentiale

I hvor høj grad: kan idéen realiseres? er der gjort tanker om nødvendige ressourcer? har idéen et fremtidigt potentiale?

Skabelse af værdi

I hvor høj grad er der overvejelser om, i hvilken grad idéen vil skabe økonomisk, social eller kulturel værdi? For hvem?

Kontakter

I hvor høj grad er der skabt kontakt til og/eller gjort brug af eksterne partnere (netværk organisationer, virksomheder og institutioner) og hvordan?

Indtast en skriftlig præsentation

OBS!!! Hvis i kopierer fra word skal i formatere via format. [Se screenshot](#). Ellers vil teksten ikke kunne gemmes.

Edit Format

Formats B /

Dette er min aflevering :)

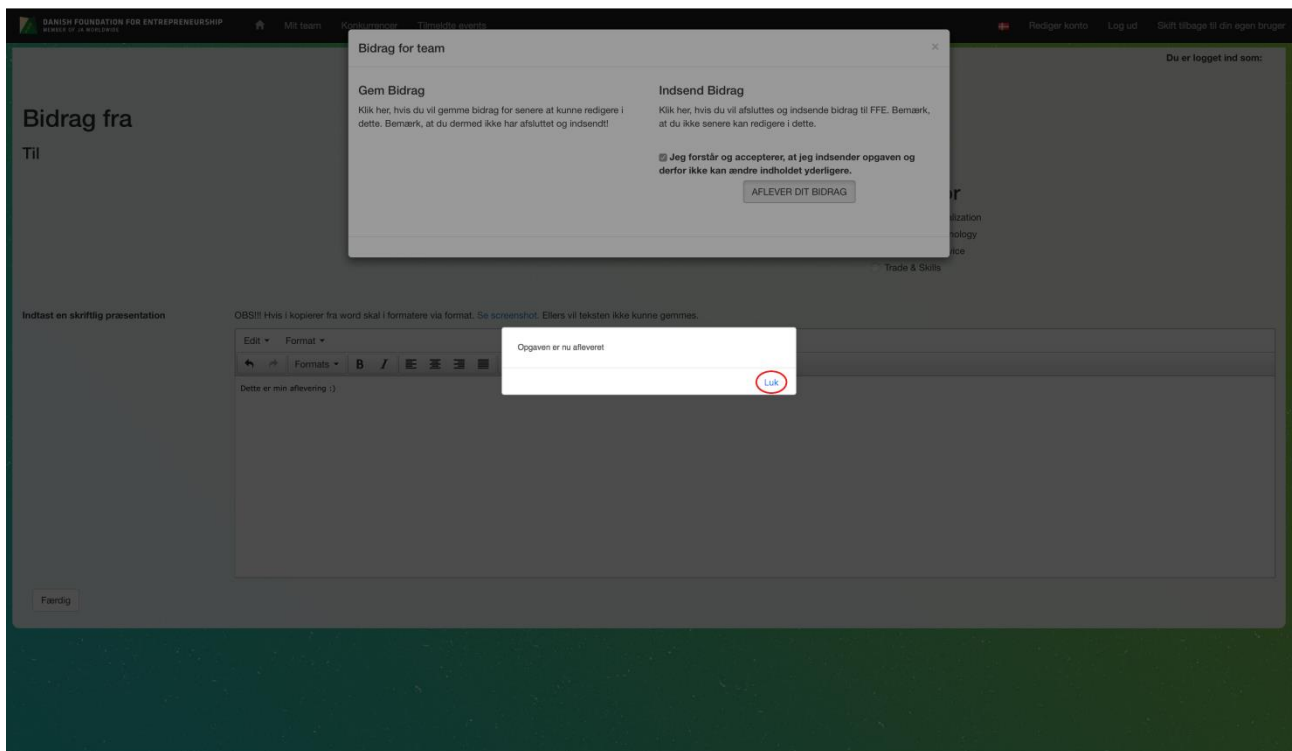
2378

Færdig

Du er logget ind som:
Torben student
torben@student1@lat.dk

Rediger konto Log ud Skift tilbage til din egen bruger

Once you have clicked on 'Submit your contribution', you will be notified that the idea description has now been submitted. Click 'Luk', meaning close.



You will now return to the front page, where you have the opportunity to view your idea description by clicking on 'Vis' (view), but you no longer have the opportunity to correct the idea description.

The screenshot shows the user interface of the Danish Foundation for Entrepreneurship. The top navigation bar includes links for 'Mit team', 'Konkurrencer', and 'Tilmeldte events'. The main content area is divided into several sections:

- Team test 2**: A section for managing team members.
- Min side**: A section for the user's profile.
- Elever på teamet**: A table listing team members with columns for Name, Email, and Leader status.
- Events**: A table listing events with columns for Name, Region, and Type. It includes a sub-header 'Her kan du tilmelde dine teams til events'.
- Tilmeldte events**: A table listing registered events with columns for Name, Konkurrencer, Kategorier, and Upload. The 'Vis' button in the 'Upload' column is circled in red.
- Tilmeldte sparring events**: A section for registered sparring events.

The bottom of the page features a green footer with a small text link: [Åbn "minside.test.feye.dk/Team/ShowUpload/108111" i en ny fane](#).

What's up now?

You and your team have now finished the registration and can now start preparing your pitch and get ready for the Danish Entrepreneurship Festival.

Criteria – what does the judges evaluate on?

The written idea decription

Criteria	Max. point	Guidelines and advices
Idea To what extent is the idea innovative and original? It can be a further development of something already existing, or it can be something completely new (incremental or radical innovation)	50	Describe what your problem is, and how your idea helps solve this problem. Explain how you came up with the idea, and what is new about the 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 have already devised a business model, it can be described here.
Value creation To what extent does the idea create value? It can be social, economic, cultural or environmental.	40	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 and environmental / or economic.
Target group To what extent is there agreement between idea and target group?	40	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 To what extent does your team know what it takes to realize the idea?	30	Describe what resources (eg. finances, knowledge, partners) you need to realize your 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 To what extent has the team had contact with potential partners, relevant networks, and the opportunity to receive sparring on their idea?	20	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/do you use it? Describe which future partners you need to get in touch with.
Written communication To what extent is the team's written communication of the idea thorough and complete? This general assessment takes into account the following: <ul style="list-style-type: none"> • Has the team created a living narrative about the idea? • Has the team argued convincingly for their choice? 	100	You can score up to 100 points by making a vivid and elaborate description. Consider which instruments such as emotions, language, facts, studies etc. that will make your idea description more compelling. Read the description carefully to make sure that you have formulated yourself clearly and distinctly. Feel free to get others to read your description and ask if they understand what your idea is about.

<ul style="list-style-type: none"> Has the team used the number of characters available to them sensibly (max. 4800)? Has the team mastered formalities - ie. correct spelling, comma, etc. 		Consider how to best use all the 4800 characters you have available.
Reflection on sustainability and / or SDGs in the idea?	20	How (if) does the project contribute to the SDGs, or is either sustainable production or social responsibility generally considered in the idea?
Total max. point	300	

The Pitch

Criteria	Max. point	Guidelines and advices
Idea To what extent is the idea innovative and original? It can be a further development of something already existing, or it can be something completely new (incremental or radical innovation)	50	Describe what your problem is, and how your idea helps solve this problem. Explain how you came up with the idea, and what is new about the 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 have already devised a business model, it can be described here.
Value creation To what extent does the idea create value? It can be social, economic, cultural or environmental.	40	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 and environmental / or economic.
Target group To what extent is there agreement between idea and target group?	40	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 To what extent does your team know what it takes to realize the idea?	30	Describe what resources (eg. finances, knowledge, partners) you need to realize your 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 To what extent has the team had contact with potential partners, relevant networks, and the opportunity to receive sparring on their idea?	20	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/do you use it? Describe which future partners you need to get in touch with.
Pitch	Max. 50	Consider how you will build a catchy and well-argued pitch. What do you want to tell about first?

<p>To what extent is the team's pitch thorough, complete and convincing?</p> <p>The general assessment of the pitch takes into account the following:</p> <ul style="list-style-type: none"> • To what extent does the team manage to capture your attention? • Has the team created a living narrative about the idea? • To what extent is the team able to make use of the 3 minutes they have available for their pitch? 		<p>How will you finish?</p> <p>Do you want to use aids (posters, prototype, slides on computer / tablet, etc.)? How will you capture and hold the judge's attention?</p> <p>Prepare and practice it many times.</p>
Reflection on sustainability and / or SDGs in the idea?	20	How (if) does the project contribute to the SDGs, or is either sustainable production or social responsibility generally considered in the idea?
Total max. point	300	