START UP PROGRAMME
FONDEN FOR ENTREPRENØRSKAB

REGIONAL CHAMPIONSHIPS IN ENTREPRENEURSHIP 2021

Below you can see what the judges look for in your concept descriptions

The judges will read your concept description and give your written product points from 1-10. In addition, the judges' written feedback will be sent to you after the regional championship.

* Factor indicates how important an individual element is in comparison with other elements. These are the criteria on which the judges base their assignment of points.

Assessment of concept description at the Regional Championships in Start Up Programme

The Regional Championships include 3 activities which participants must go through:

• Preparation and submission of written material about the idea - the concept description
• A 4-minute oral presentation of an idea, process or project in front of judges and the audience
• A 10-minute conversation with and feedback from the judges.

When the judges read your concept description, they use the following assessment criteria:

OVERVIEW OF POINTS
1 - 3 points: Given for the insecure, insufficient and unsatisfactory performance
4 - 5 point: Given for the regular performance with several essential shortcomings
6 - 8 point: Given for the good performance
9 - 10 point: Given for the excellent performance with no or only a few insignificant shortcomings.

Criteria's (FFE taxonomy: action & environment)	Point 1-10	Factor	Advice for the team
The idea: To what extent does the team clearly communicate their idea? Is the concept clearly illustrated?		3	Work with a short clear communication of our idea. Attach an illustration of your concept.
How to create value: Describe for whom and for what the idea / process creates value?		2	Social value? To which category does the idea belong and why? Social entrepreneurship, Greentech, Lifetech, or Service innovation?
Project management / the team behind To what extent does the team manage to present a clear division of labour as well as an understanding of internal personal and professional resources to realize their idea?		2	Consider how the team's professional and personal resources should be used. Make a plan for how to use these resources to realise the idea.

Target group To what extent has the team researched and considered the idea's target group (s)?		3	Use of target group research, qualitative / quantitative analysis, fieldwork. Develop data that can qualify and strengthen the potential of your idea. Has the idea been tested?
Market To what extent has the team investigated existing markets, e.g. made player analysis or described the value chain in relation to the market / area in which the idea / project / process is to be realized?		3	Market research - what does the market look like now? Actor analysis of existing ideas, etc. within subject area, competitors, or other?
Sustainable economy / business model To what extent does the team clearly communicate/have they thought about how the idea / project / process should be realized in terms of a sustainable financial foundation? It could be as an NGO, company, socially responsible company or project? It would be advantageous to provide example of a budget.		3	Can you show how the idea / project / process can be realized? Reflect on how you can put together a realistic budget with a.o.t. income / pools / earnings etc.
Collaborative and networking relationships Collaborators - which partners are relevant for the realization of the idea / process / project? Has contact been initiated with partners, experts? With which and why?		4	Collaborator survey and contact creation. What actors can help you make the project a success? Who have you already approached? Are there special networks you need to be a part of, and why?
Reflection on sustainability and / or Sustainable Development Goals in the idea? How (if) does the team communicate that their project contributes to the SDGs? Has either sustainable production or social responsibility in general been considered in the idea?		4	Can your project be based on circular economy? Can your idea actually end up benefiting the environment, and how? Do you ensure that your product does not just end up in the bin, for incineration? - can it be recycled?