

REGIONAL CHAMPIONSHIPS IN ENTREPRENEURSHIP 2021

Below you can see what the judges look for when you make your "pitch"

On the day of the regional championship, you will start by "pitching", i.e. presenting your project in front of judges and the audience. The audience can consist of 10-50 persons.

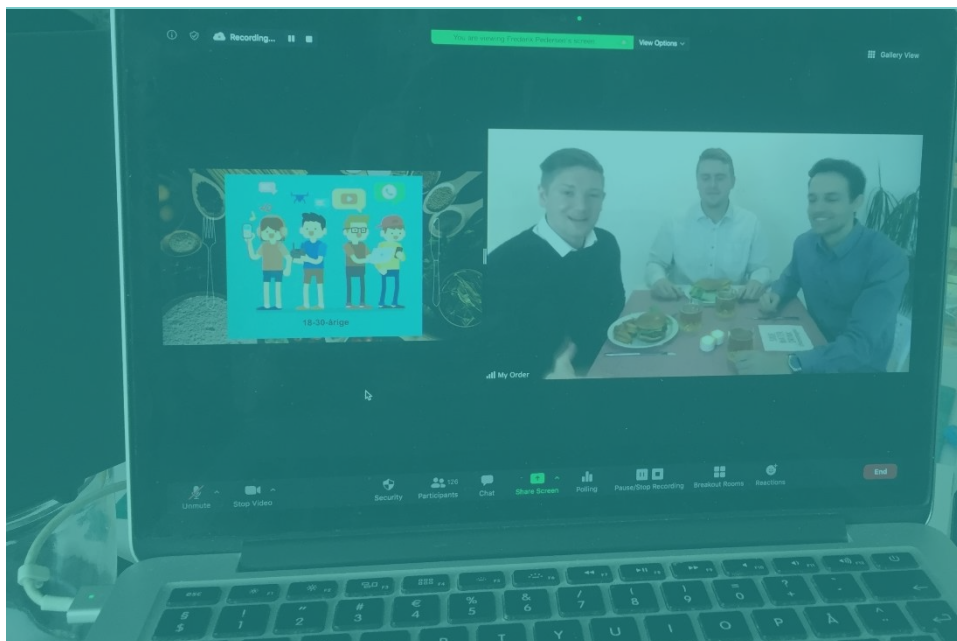
The judges will give your team points from 1-10, and if they have the time, they will give you a few words to take with you in relation to your pitch. However, as the time passes quickly and we have a tight programme, we cannot guarantee that the judges will have the time to give you a written feedback. You may be able to get feedback on your pitch when you meet the judges for the "conversation" later in the day.

** 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.*

The pitch 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 see your pitch, 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 (The Foundation's Taxonomy - Action, Creativity, Outward orientation, Personal attitude)	Point 1-10	Factor	Advice to the team
Communication To which extent does the team make a creative and captivating presentation?		3	Work on making a short pitch that only contains the essential. Work with storytelling and clear communication.
Target group To which extent is the team able to present the target group and demonstrate their knowledge about it?		3	Use data, research, interviews and other means to support your idea and the target group for which you create value.
Value creation To which extent is the team able to account for the value creation of their idea/project/process?		4	For whom and how does your idea create value? Explain e.g. why your idea is within the chosen category: Social Entrepreneurship, GreenTech, LifeTech or Serviceinnovation?
Market To which extent is the team able to show a clear and ambitious business plan and understanding of the surrounding market/or the company in question?		4	Consider why and how precisely your idea will take over the market or create a new market.
Strategy and realisation To which extent is the team able to present how their idea/project/process is going to be realised?		4	Here you have the possibility to present your strategy for realising your idea. How are you going to do it; e.g. who is going to help you do it, and e.g. how will it be financed?
Thoughts about whether sustainability and/or the Sustainable Development Goals is part of the idea Has the team been able to present how they will ensure a sustainable business model?		4	How can you show the judges that your project does not harm the world in which we live? And that it perhaps even makes it a better place.
Please remember that the team must be visible; the team may not for instance simply use a pre-produced video; that is, a video cannot replace the personal stage presentation.			