



REGIONAL CHAMPIONSHIPS IN ENTREPRENEURSHIP 2021

Below you can see what the judges look for in their 10-minute conversation with you

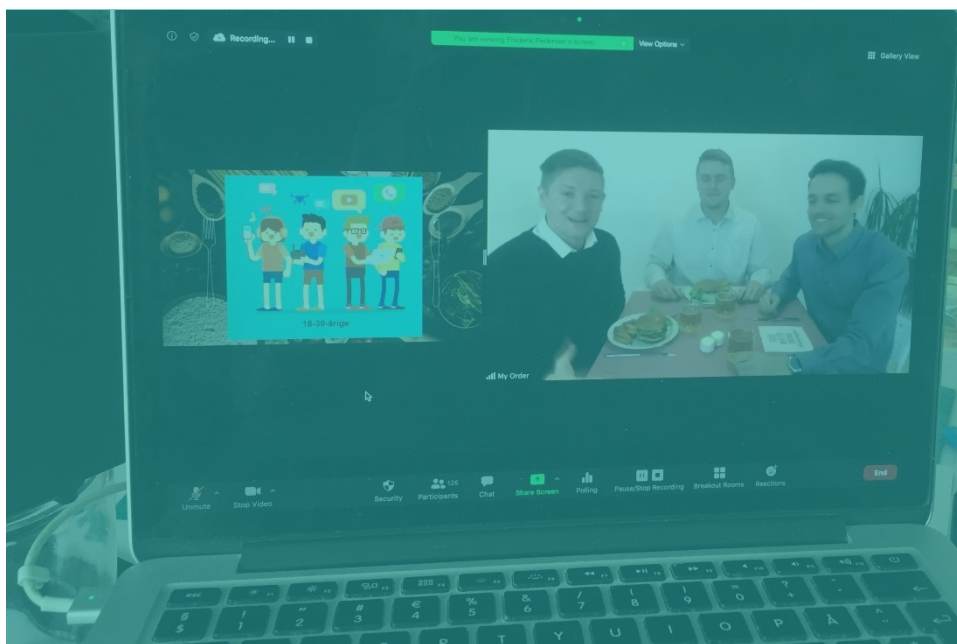
On the day of the regional championship, after your pitch, you are going to meet your judges for a conversation.

The conversation will last 10 minutes (we would like to be able to give you more time with the judges, but we are working with a large number of teams and do not want to put you through an extra long programme). During the interview, the judges will ask the questions that have come up during their reading of your concept description and their listening to your pitch.

** 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 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.

When the judges have had their conversation with you, they will use the following criteria when giving their points and feedback.

Criteria (the Foundation's Taxonomy: Action, Creativity, Outward orientation, Personal attitude)	Point 1-10	Factor	Advice for the team
Solution orientation To which extent does the team show thoughtfulness, understanding, solution orientation and willingness to adapt in relation to unexpected challenges/ weaknesses?		2	Practice different scenarios which the judges may ask about. Both as a team and /or together with other teams before the Regional championships.
Market To which extent has the team explored the existing market, for instance by making an operator analysis or described the value chain in relation with the market/area in which the idea(project/ process must be realised?		3	Set up scenarios in relation to your competitors. How will they and you influence each others' business?
Target group To which extent is the team able to relate to their target group? (Has the team elaborated data and market analysis, incl. Competitor analysis?)		3	Use for instance surveys, field work, video material. For instance surprise the judges with new knowledge at the closed interview with judges and in your pitch, compared to what was contained in your concept description.
Collaborative and network relations To which extent is the team able to reflect on and has made contact with new cooperation partners and network that create value for their idea?		4	Seek opportunities for potential cooperation partners, make contact and start possible cooperation.
Sustainable economy/business model To which extent is the team clear and has thought about a possible sustainable economy for the		2	Explain why your budget is realistic; how are you going to make money on your idea?



realisation of the idea/project/process? It may be as an NGO, company, socially responsible company or project.			
Strategy and realisation To which extent is the team able to reflect on the potential of their idea in relation to scalability and dissemination?		3	Work on how to grow your business. Are you in charge of the value chain in relation with partners, operators and persons who can support you?
Thoughts about whether sustainability and/or Sustainable Development Goals are part of the idea Does the team relate to how they are going to 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 may even make this world a better place.

How the conversation actually takes place - and some good advice 😊

- Prepare a short description of the idea, max 1 minute. Remember the judges have already heard your 4-minute presentation / pitch and read your concept description.
- Prepare to answer questions related to your concept description.
- The judges have for the remaining 8 min. the right to ask about anything they find interesting or relevant - therefore unforeseen questions may come up.
- Each team has one conversation at the Regional Championships. This conversation takes place without the presence of teachers and other teams. It is a personal conversation between the team of judges and the team - and the judges are always incredibly nice 😊.
- All the practical information concerning schedule, log-in, etc. will be given to you, when when we get closer to the event.