

Criteria – what does the judges evaluate on?

Evaluation criteria – written idea description

Evaluation criteria – written idea description	Points 1-10	Weighting	Guidelines and good advice for the team
<p>Idea To which extent is the idea innovative and original?</p> <p>It may be innovation of something already existing or it can be something completely new (incremental or radical innovation)</p>		5	Describe what your problem is and how your idea helps to solve this problem. Explain how you have found the idea and what is new about the idea. Explain how you have examined the market and how your idea differs from what already exists. Explain how your idea is based on your knowledge. If you already have a business model, describe it here.
<p>Value creation To which extent does the idea create value?</p> <p>The value can be either social, cultural or financial</p>		4	Explain how and to whom your idea creates value and makes a difference. Tell which value the idea creates, that is, whether the value is social, cultural and/or financial.
<p>Target group To which extent is there an agreement between idea and target group?</p>		4	Explain why you have chosen this target group and why the target group needs your idea. Describe the research and knowledge that supports why your idea fulfills a real need for this target group.
<p>Realisable To which extent does the team know what it takes to realise the idea?</p>		3	Describe which resources (e.g. finance, knowledge, cooperation partners) it takes to realise the idea. What would it for instance cost to realise your idea? Explain how you have examined or tried out how the idea can be realized.
<p>Cooperation partners To which extent had the team had contact with potential cooperation partners and relevant networks and received sparring on their ideas?</p>		2	Tell about your network and cooperation partners and about how they have contributed to the development of your idea. Have you received feedback and how have you used it? Describe which future cooperation partners you need to get in contact with.
<p>Written communication To which extent is the team’s written communication of the idea thoroughly worked out and satisfactory?</p> <p>In the general evaluation the following is considered:</p> <ul style="list-style-type: none"> • Has the team created a vivid narrative about the idea? • Has the team argued convincingly for their choice? • Has the team used the available amount of characters in a sensible way (4800)? • Has the team taken care to fulfill formalities – such as correct spelling and commas, etc. 		10	<p>Please note that you can score up to 100 points by making a vivid and thoroughly worked out description. Consider which means such as feelings, language, facts, research etc. will make your idea description more convincing.</p> <p>Read through your description to make sure that you have expressed yourself clearly. Have other people read your description and ask whether they understand what your idea is about. Consider the best way in which you can use the 4800 characters at your disposal.</p> <p>Proofread and eliminate spelling, careless mistakes and typos.</p>
<p>Sustainability</p>		2	Describe how your idea contributes to sustainability and/or Global Goals. Have you for instance thought about sustainable production or social responsibility into

To which degree does the team reflect about the idea's possible contributions to sustainability and/or Global Goals?			the idea? If the idea does not consider sustainability or Global Goals – argue why this is not relevant for your idea.
Total max. points		300	

Evaluation criteria- Pitch

Evaluation criteria – pitch	Points 1-10	Weighting	Guidelines and good advice for the team
<p>Idea To which extent is the idea innovative and original?</p> <p>It may be innovation of something already existing or it can be something completely new (incremental or radical innovation)</p>		5	Describe what your problem is and how your idea helps to solve this problem. Explain how you have found the idea and what is new about the idea. Explain how you have examined the market and how your idea differs from what already exists. Explain how your idea is based on your knowledge. If you already have a business model, describe it here.
<p>Value creation To which extent does the idea create value? The value can be either social, cultural or financial</p>		4	Explain how and to whom your idea creates value and makes a difference. Tell which value the idea creates, that is, whether the value is social, cultural and/or financial.
<p>Target group To which extent is there an agreement between idea and target group?</p>		4	Explain why you have chosen this target group and why the target group needs your idea. Describe the research and knowledge that supports why your idea fulfills a real need for this target group.
<p>Realisable To which extent does the team know what it takes to realise the idea?</p>		3	Describe which resources (e.g. finance, knowledge, cooperation partners) it takes to realise the idea. What would it for instance cost to realise your idea? Explain how you have examined or tried out how the idea can be realized.
<p>Cooperation partners To which extent had the team had contact with potential cooperation partners and relevant networks and received sparring on their ideas?</p>		2	Tell about your network and cooperation partners and about how they have contributed to the development of your idea. Have you received feedback and how have you used it? Describe which future cooperation partners you need to get in contact with.
<p>Pitch To which extent is the team's pitch thoroughly worked out and satisfactory? In the general evaluation of the pitch the following is considered:</p> <ul style="list-style-type: none"> To which extent does the team succeed in catching your attention? 		5	Consider how you are going to structure a catching and well-argued pitch. What will you tell first? How will you conclude the pitch? Do you want to use tools (posters, prototype, slides on a PC/tablet etc.)? How will you catch and hold the judges' attention?

<ul style="list-style-type: none"> • Has the team created a vivid narrative about the idea? • To which extent does the team succeed in managing the 4 minutes allowed for their pitch? 			Prepare your pitch and practice it many times.
<p>Sustainability</p> <p>To which degree does the team reflect about the idea's possible contributions to sustainability and/or Global Goals?</p>		2	Describe how your idea contributes to sustainability and/or Global Goals. Have you for instance thought about sustainable production or social responsibility into the idea? If the idea does not consider sustainability or Global Goals – argue why this is not relevant for your idea.
<p>Total max. points</p>		250	