

How to participate in the Idea Competition Higher Education



DANISH ENTREPRENEURSHIP
FESTIVAL
FOUNDATION FOR ENTREPRENEURSHIP



FONDEN FOR ENTREPRENØRSKAB
MEDLEM AF JA WORLDWIDE

The Idea Competition for higher education

The Idea Competition is an important element 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 page 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?

- 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 Thursday October 28th 2021 at 12.00 pm.**
- On Wednesday November 24th at the Danish Entrepreneurship Festival, each team must pitch their idea in 4 minutes for a pair of judges. This will happen online in “closed online spaces”. After the pitch there will be a 4 min. conversation between the team and the judges.
- The 10 teams with the most points advance to the finals on Friday the 26th of November. Here the teams will pitch their idea again. The team with the most points will be named the winner and receive DKK 10,000.
- Subsequently, all teams receive written feedback on their idea from the judges which will be sent 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 uploaded as a PDF via our online registration site [My page](#). The description must be based on the headings of the assessment criteria. The criteria can be found at 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 28th, 2021, at. 12.00 pm.

VIRTUAL PITCH AND CONVERSATION

At the Danish Entrepreneurship Festival, the team will pitch their idea in 4 min. for a pair of judges. After the pitch there will be 4 min. for questions, feedback and advice from the judges.

This will take place online, and therefore it is important that you reflect on how you coordinate the pitch. Be sure that you have decided in advance who pitches which parts, who controls the PowerPoint, and technological issues or show a prototype, if you have made one. 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 26th of November. Here, the score is reset and each team must pitch their idea again in front of a panel of judges in 4 minutes. After the pitch the judges have 4 minutes to ask in-depth questions. Once all teams have pitched, the winner is found based on points.

PRICES

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 point system where the team with the highest score advances to the finals. In the finals, 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

You can join the competition regardless of your team size, no matter if you are a team or join as an individual. 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.

You are not a part of the target group for this competition 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.

Contact

If you have questions about the Idea Competition at the Danish Entrepreneurship Festival, contact 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 last two.

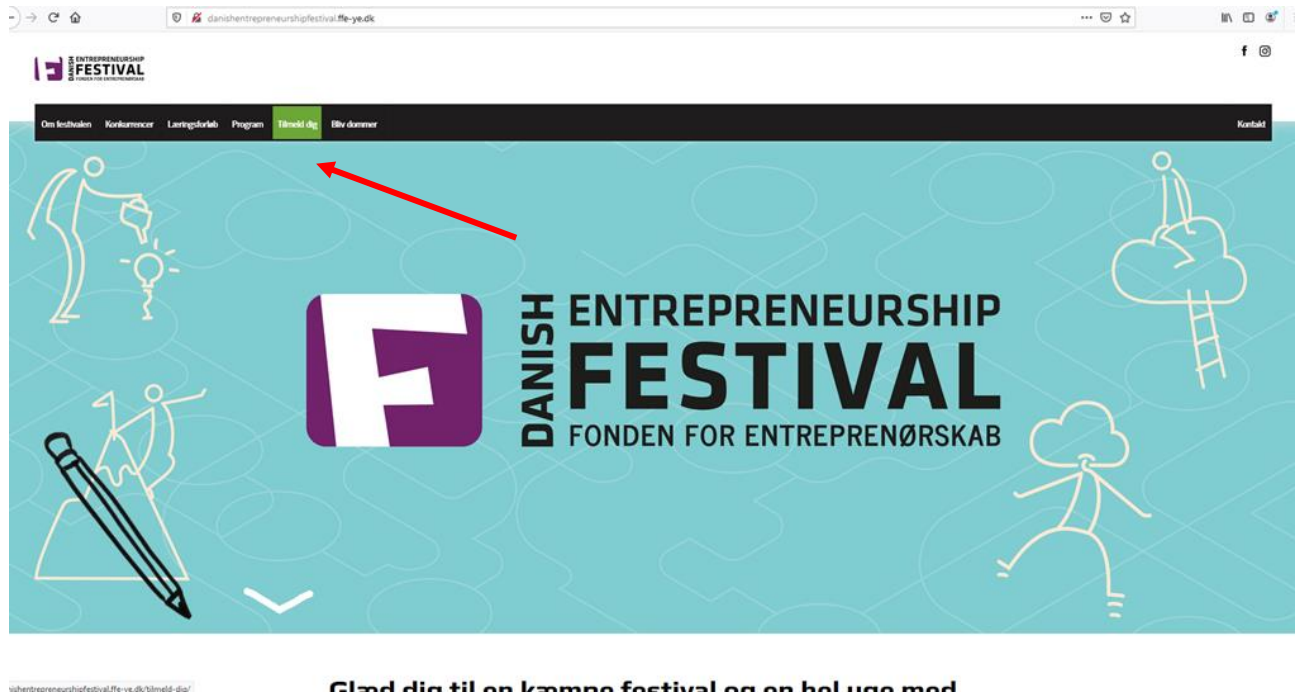
- **Step 1:** The educator registers themselves on [My Page](#).
- **Step 2:** The educator creates the teams
- **Step 3:** The team confirms per. mail (Check your spam filter as well) and sign up for the Idea Competition event. This can be done by the educator or the team leader.
- **Step 4:** The team leader enters the written idea description no later than **Thursday October 28th 2021 at 12.00 pm**.

DEADLINE to register AND enter the written idea description for the Idea Competition is **Thursday October 28th 2021 at 12.00 pm**.

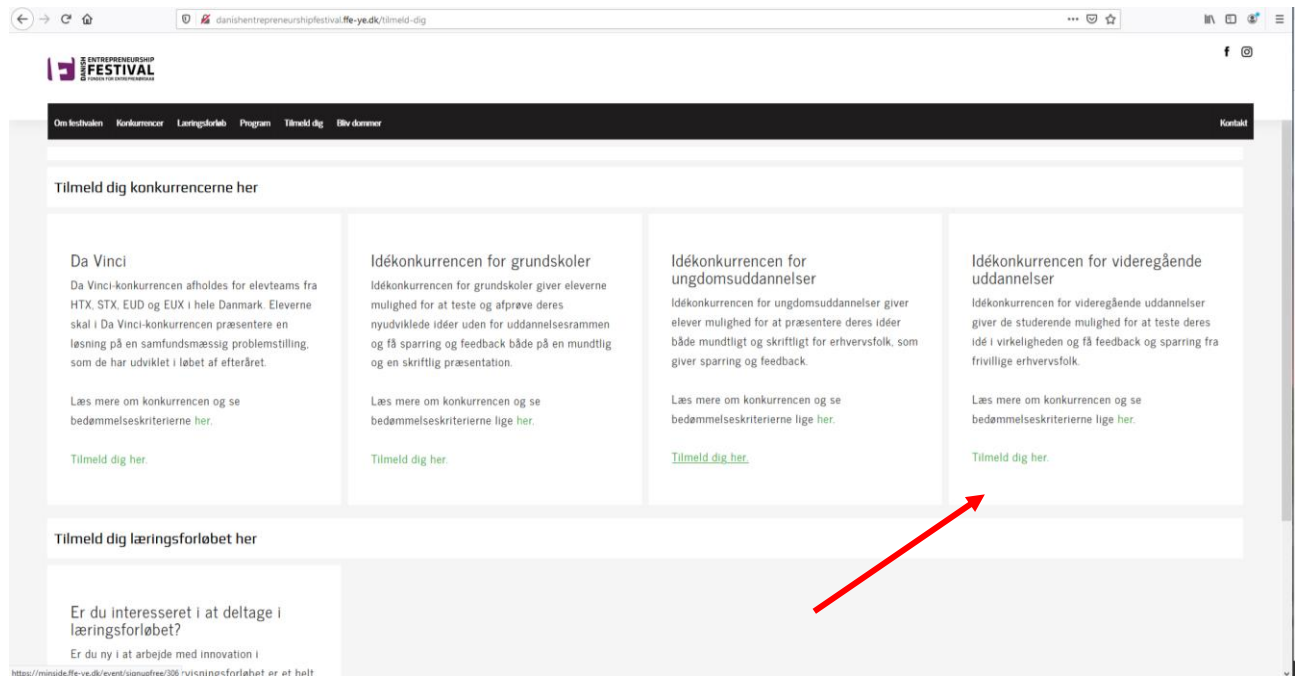
Please note, that despite choosing English, not all of My Page will be in English. It will be visible in this guide with explanations.

Step 1: Educator registration

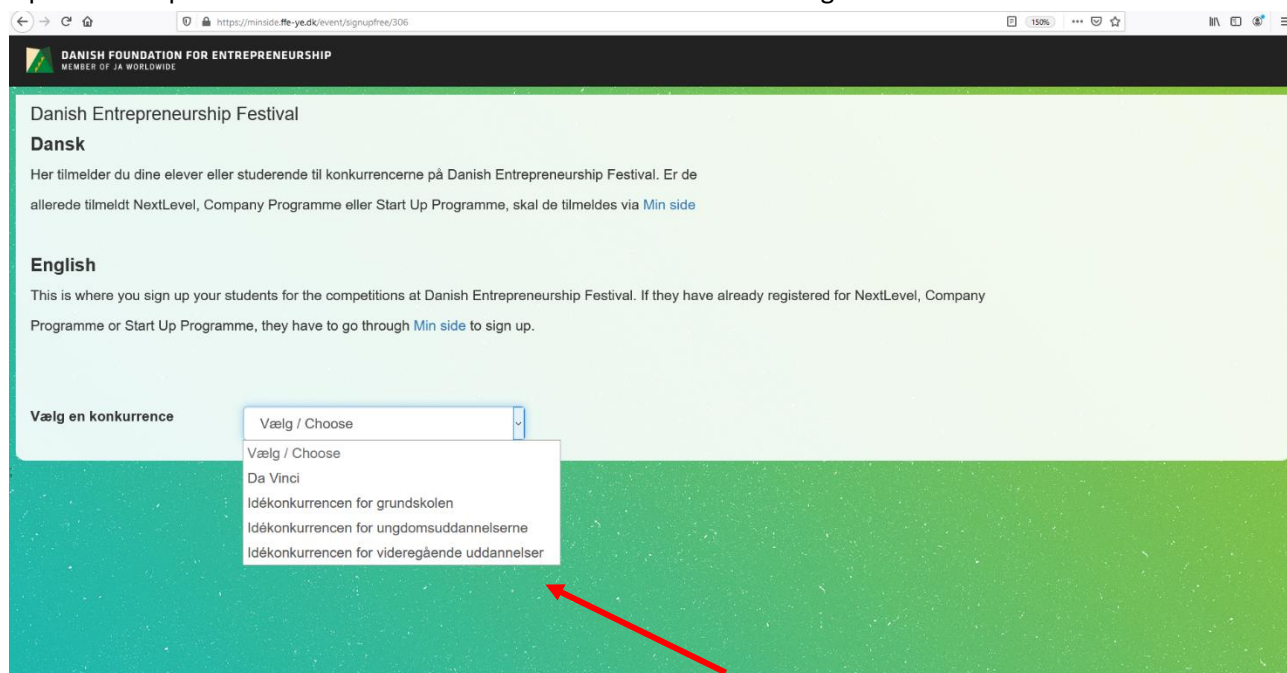
Go to [Danish Entrepreneurship Festival's website](https://danishentrepreneurshipfestival.lfe-ve.dk) and go to 'Tilmeld dig'.



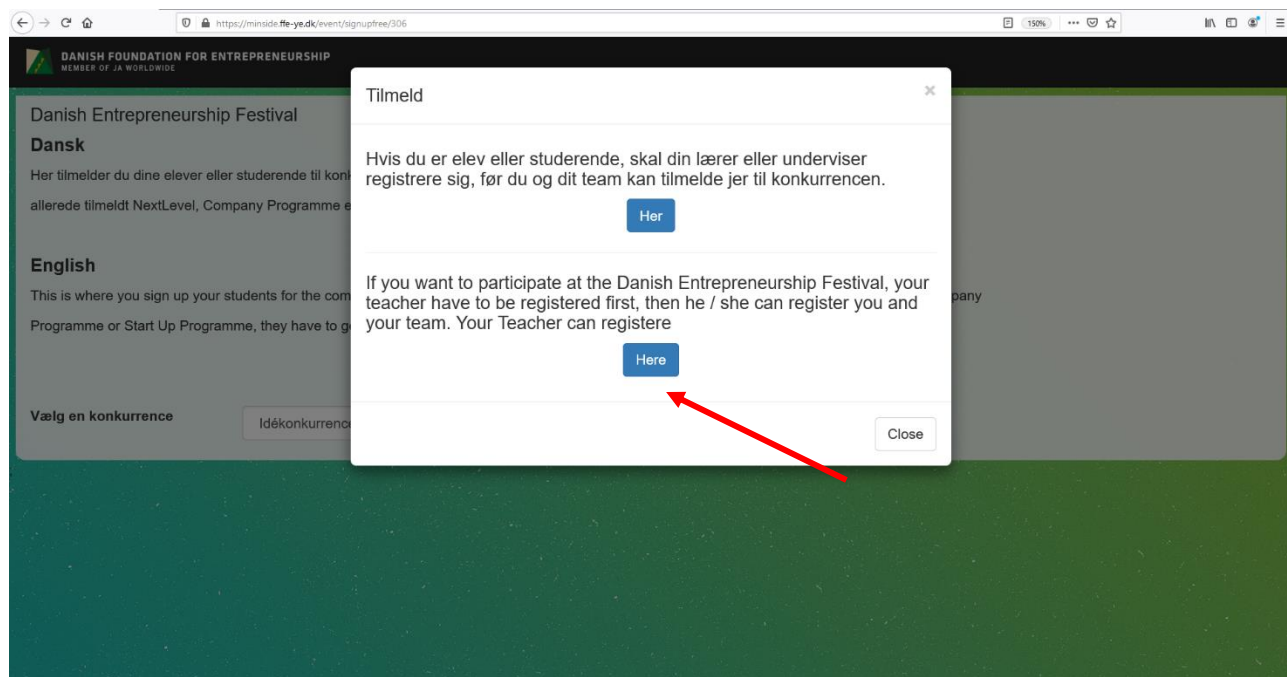
Look for 'Idékongkurrenzen for videregående uddannelser' on the list and choose "Tilmeld dig her".



Open the drop down menu and choose “Idékonkurrencen for videregående uddannelser”



When you have chosen your path in the drop down menu the following pop up box will appear. Choose “Here”



Type in your information.

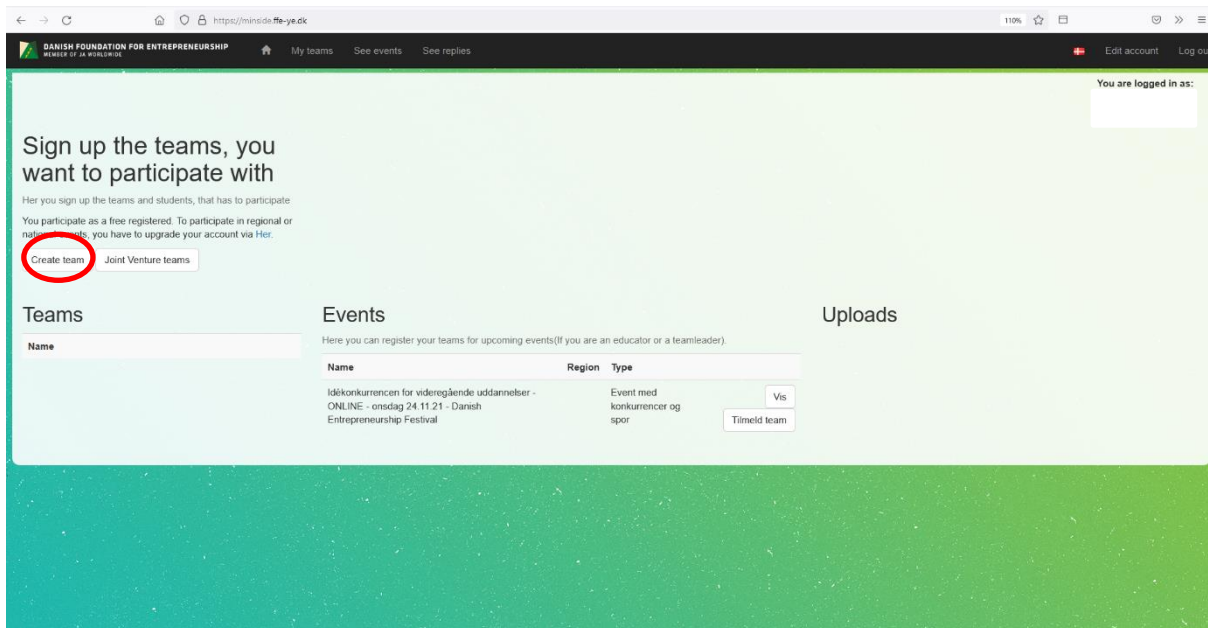
The screenshot shows a web browser window with the URL <https://minside.fse-ye.dk/Teacher/CreateTeacherUng>. The page header includes the logo for the 'DANISH FOUNDATION FOR ENTREPRENEURSHIP' and 'MEMBER OF JA WORLDWIDE'. The main heading is 'Velkommen til min side' (Welcome to my page), followed by the text 'Når du har registeret dig, kan du oprette teams.' (When you have registered, you can create teams.). Below this is a registration form with the following fields: 'Navn / Name', 'E-mail', 'Adgangskode / Password' (with a note 'kodeordet skal være mindst 4 karakterer langt'), 'Gentag adgangskode / Repeat Password', and 'Skole / Institution / School'. A 'Registrer' button is located at the bottom of the form.

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.

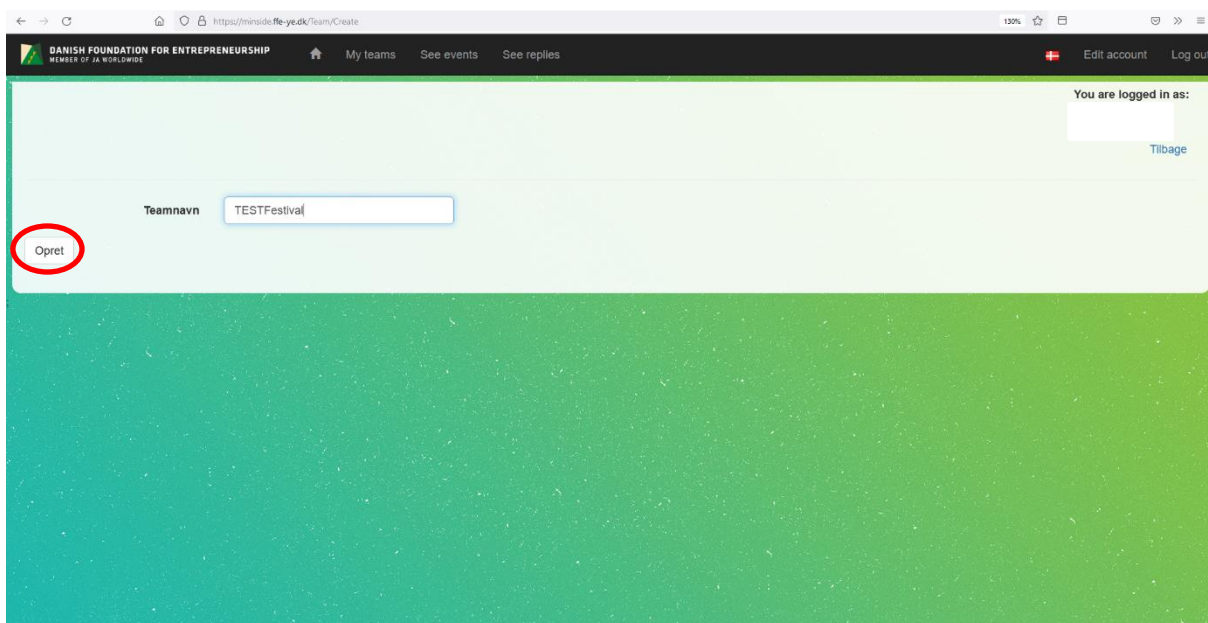
The screenshot shows a web browser window with a complex URL: <https://minside.fse-ye.dk/Account/ConfirmEmail?userId=4ab71c68-408d-4af3-8630-de603be6068f&code=c0laWbUg%2BNkYFjab0c9lWW4GJR9TY%2FLVAMq8JGdN5mry8BbQazy6coIG3%2FRhOTUu>. The page header includes the same logo as the previous page. The main heading is 'Bekræft registrering' (Confirm registration). Below this is a confirmation form with the following fields: 'Navn' (Name), 'Telefon' (Phone), and 'Uddannelse' (Education). The 'Uddannelse' field is a dropdown menu with 'Erhvervsakademi' selected, and a list of other options is visible: 'Erhvervsakademi', 'Professionshøjskole', 'Maritim Uddannelsesinstitution', 'Kunstnerisk Uddannelsesinstitution', 'Ingeniørhøjskole', and 'Universitet'.

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' 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 upload the written idea description. You can change the team leader by winging one of the other team members as leader.

Team Name: TESTFestival

You can now add students to the team.

Edit team

Team Name:

Add a new student to the team

Name:

E-mail:

Students on team

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

Name	Phone	Email	Leader	Confirmed		
Testelev		<input type="text"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Skift hold	<input type="button" value="Resend email"/>
Teststudent		<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	Skift hold	<input type="button" value="Resend email"/>

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](#).

The confirmation page for the team leader will look like this

Bekræft registrering

Navn:

Telefon:

Adgangskode:

kodeordet skal være mindst 4 karakterer langt

Gentag adgangskode:

Uddannelse:

Hvilken uddannelse går du på:

Dit fornavn/First name:

Dit efternavn/Last name:

E-mail:

Telefonnummer/Phone number:

Fødselsår/Year of birth (fx 1998):

Angiv hvilken hovedinstitution du er tilknyttet? / Which main educational institution are you enrolled in? Fx: Professionalbygskolen Ålbønden

Angiv postnummeret for den afdeling du er tilknyttet / State the zip code for the campus you are enrolled at. Fx: 5000

Angiv den fulde titel på din uddannelse / State the full title of your education. Fx: Multimediedesigner / Multimedia Design

Hvor langt er du på dit studie? / How far are you in your studies?

Har du tidligere erfaring med at opstarte et selvstændigt projekt, eller handle på en idé? / Do you have prior experience with starting an independent project, or acting on an idea? ☐ Ja ☐ Nej

Har du tidligere erfaring med at opstarte en virksomhed? / Do you have prior experience with starting a business? ☐ Ja ☐ Nej

Køn / Gender:

I henhold til persondataloven behandler vi dine oplysninger fortroligt og sikkert (Referring to the EU General Data Protection Regulation, we treat your personal information in a confidential and safe way)

The confirmation page for team members will look like this

← → ↻ https://minside.fte-ye.dk/Account/ConfirmEmail?userId=20942348-8c62-4d91-94eb-d8da95059ac8&code=n6p8%267e0A11MFQNu7Covsfearfr91aG7C6gE7HoNoXoo6GBV%2BvQ1puRllkXEpR 125% Edit account Log out

DANISH FOUNDATION FOR ENTREPRENEURSHIP
MEMBER OF JA WORLDWIDE

My teams See events See replies

You are logged in as:

Bekræft registrering

Navn

Telefon

Adgangskode
kodeordet skal være mindst 4 karakterer langt

Gentag adgangskode

Uddannelse

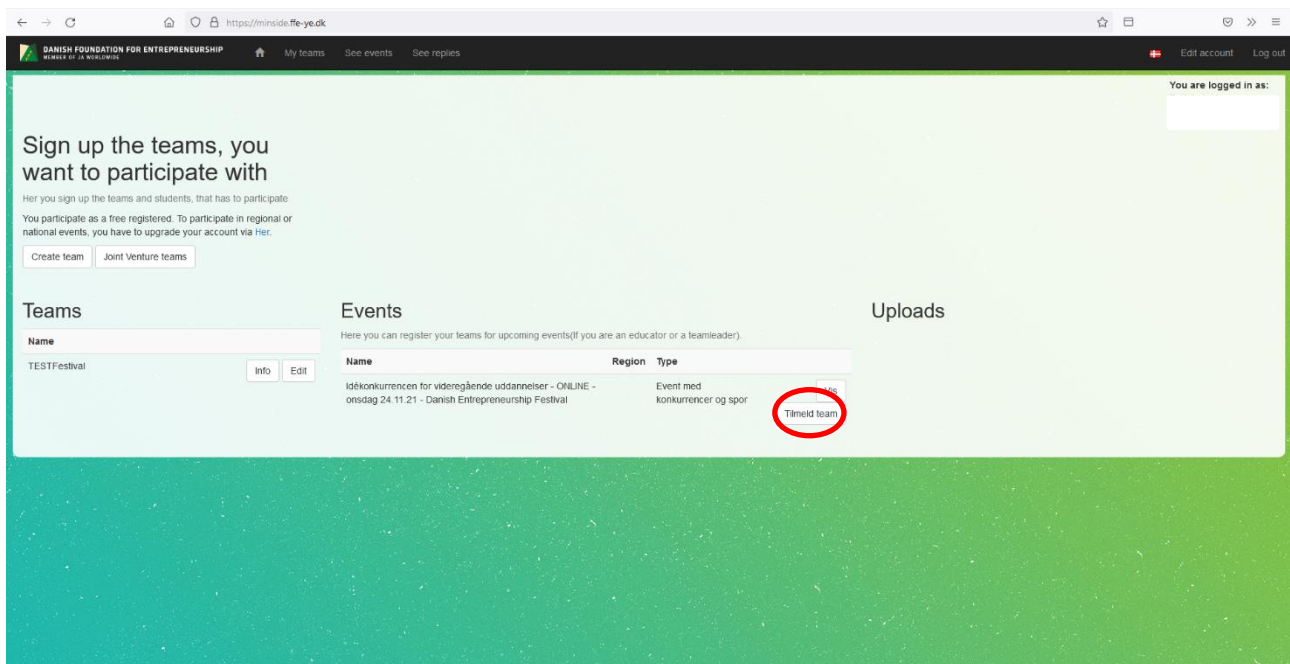
Hvilken uddannelse går du på

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

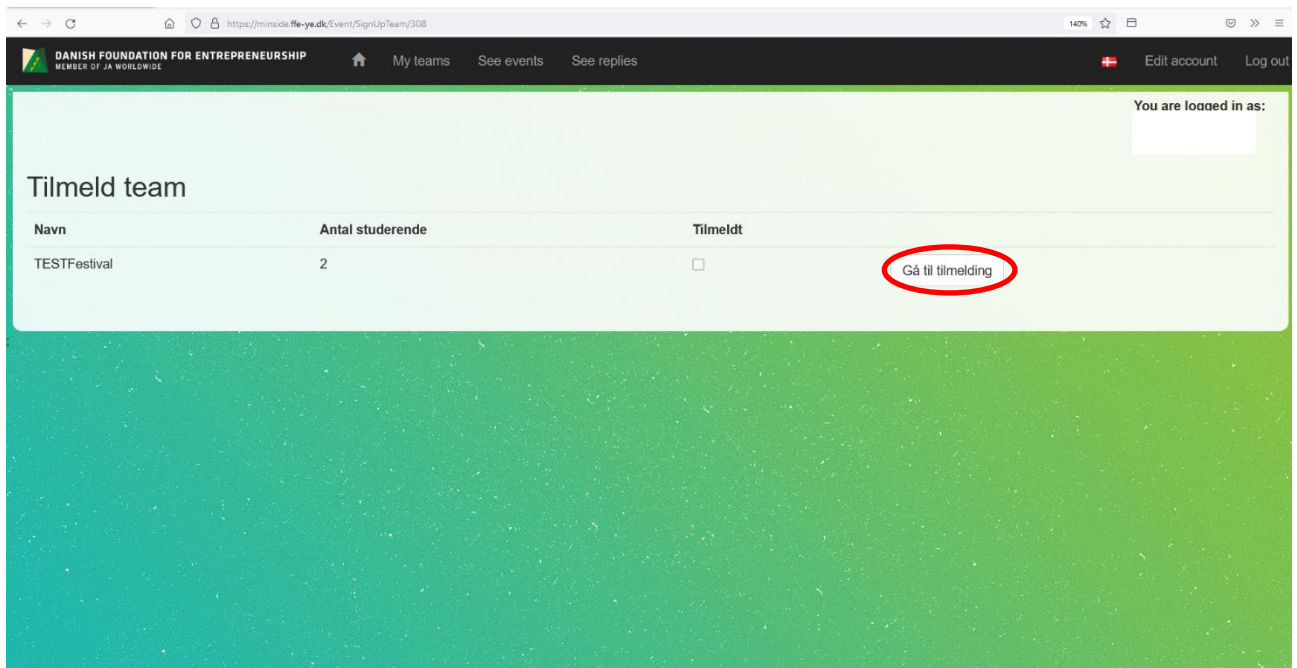
This step is divided into an A- and B-track – depending on if it is an educator or a student who is registration.

Step 3.A – Registration: Educator

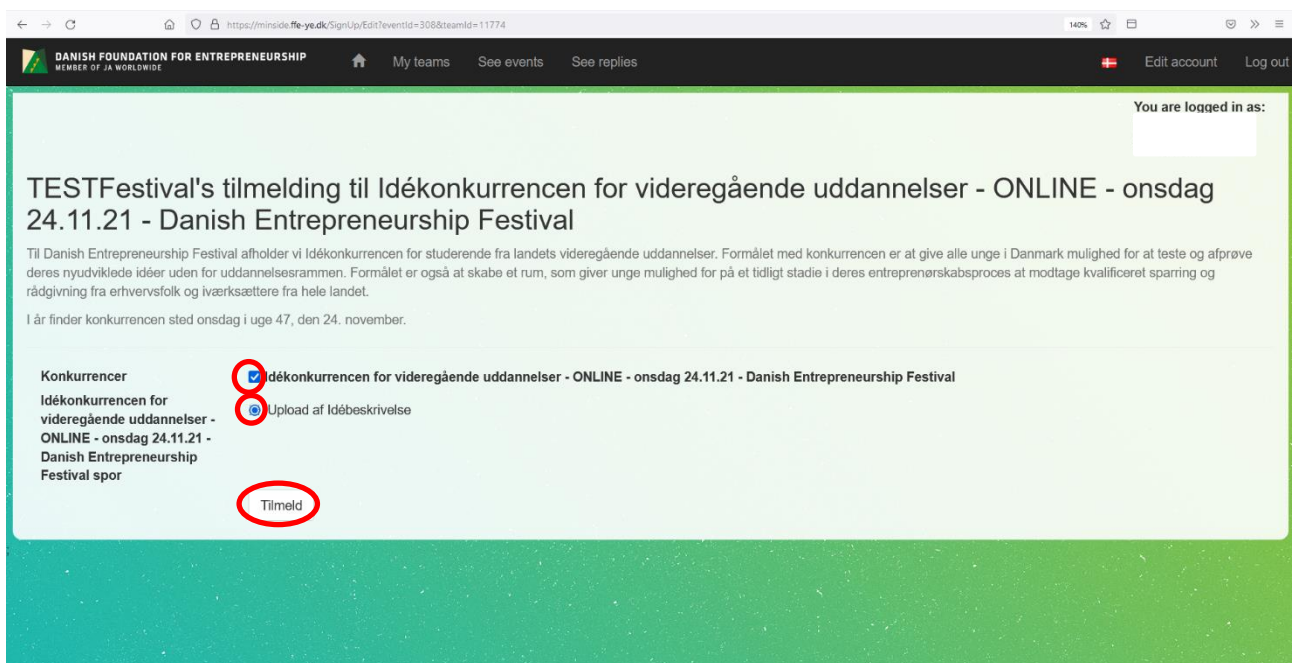
As an educator you can view and register the teams created on the front page of [My Page](#). Register each team for the competition by clicking 'Register team/Tilmeld Team' next to the Danish Entrepreneurship Festival under 'Events'.



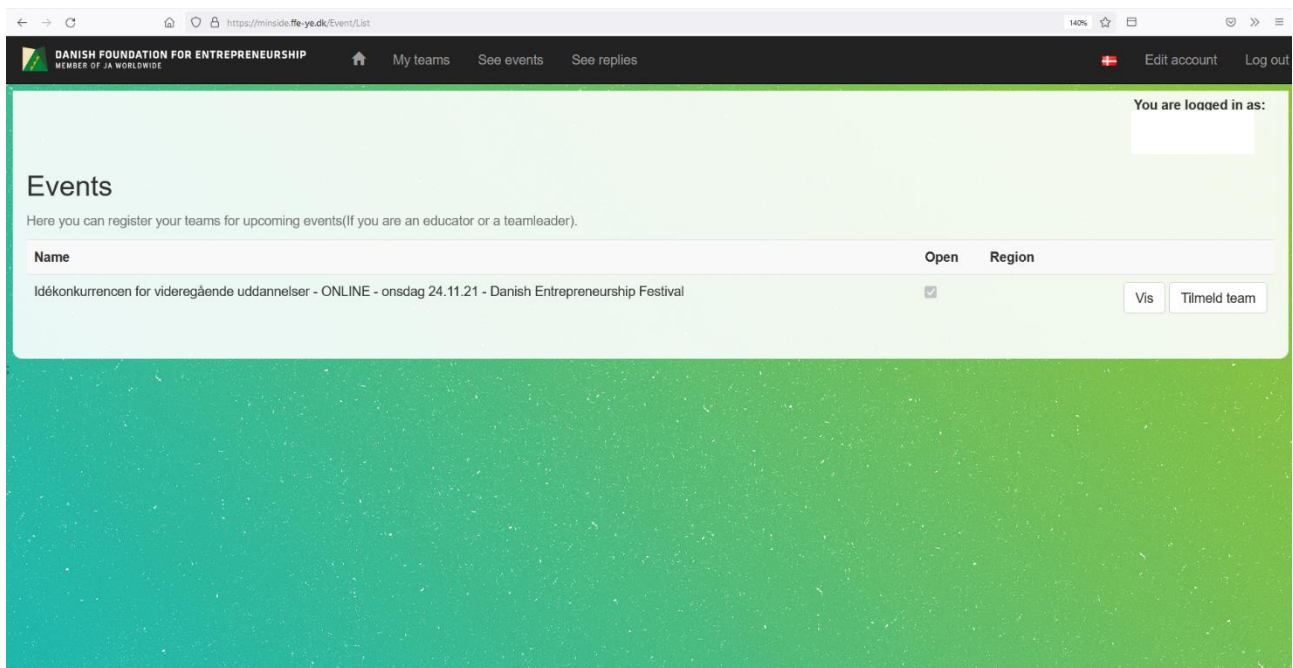
Register the desired teams by clicking on 'Go to registration/Gå til tilmelding' next to each team.



Choose the Idea Competetion and "Upload af Idébeskrivelse". Then press "Tilmeld".

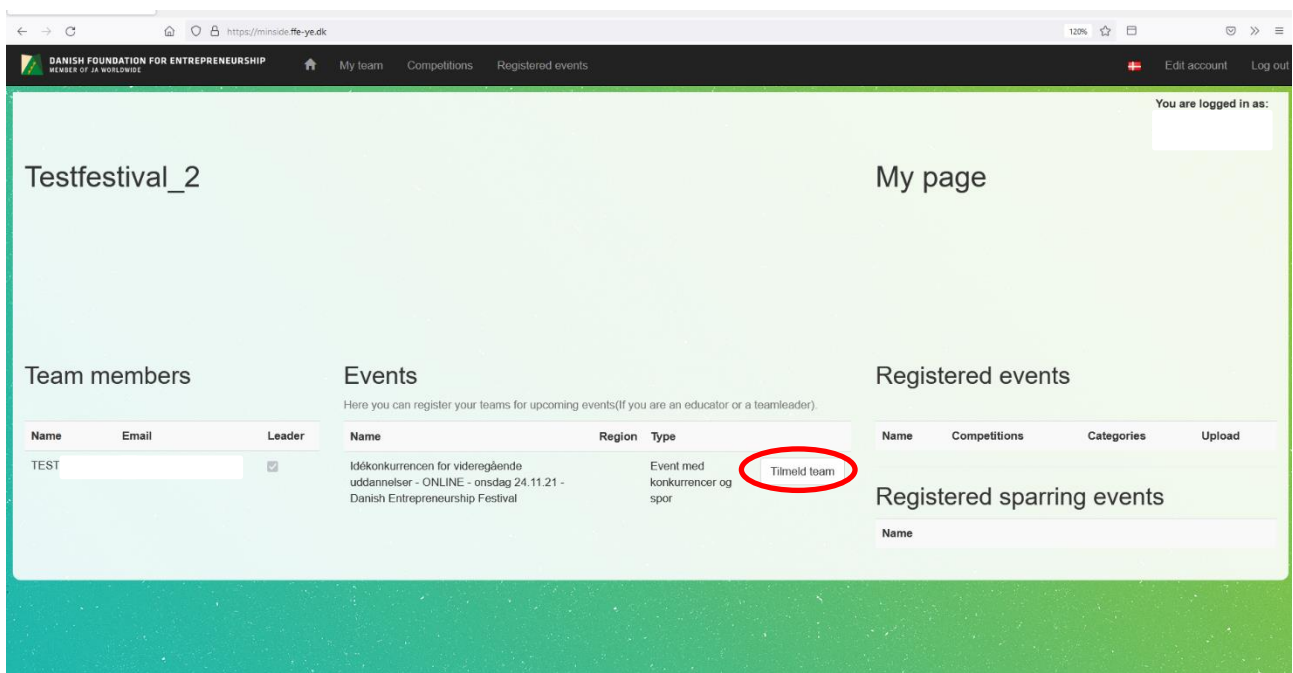


Repeat the process for other teams that you want to register. Once the teams are registered to the competition it will look like this.

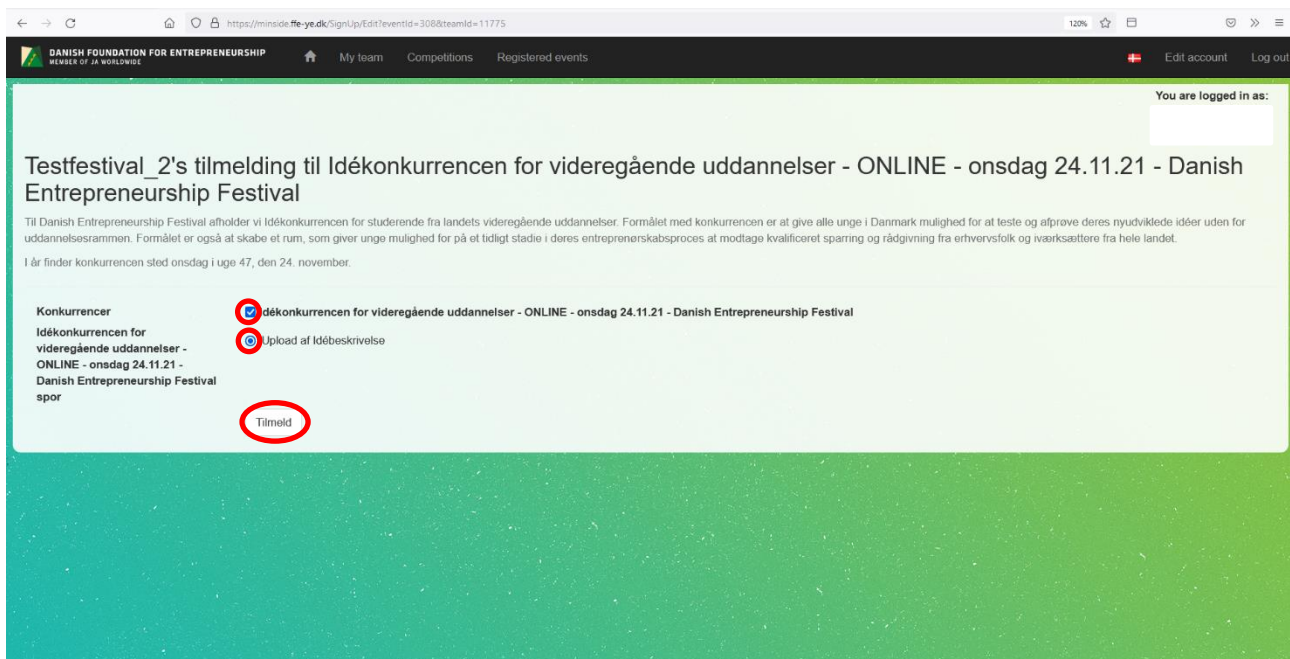


Step 3.B – Registration: Student (team leader)

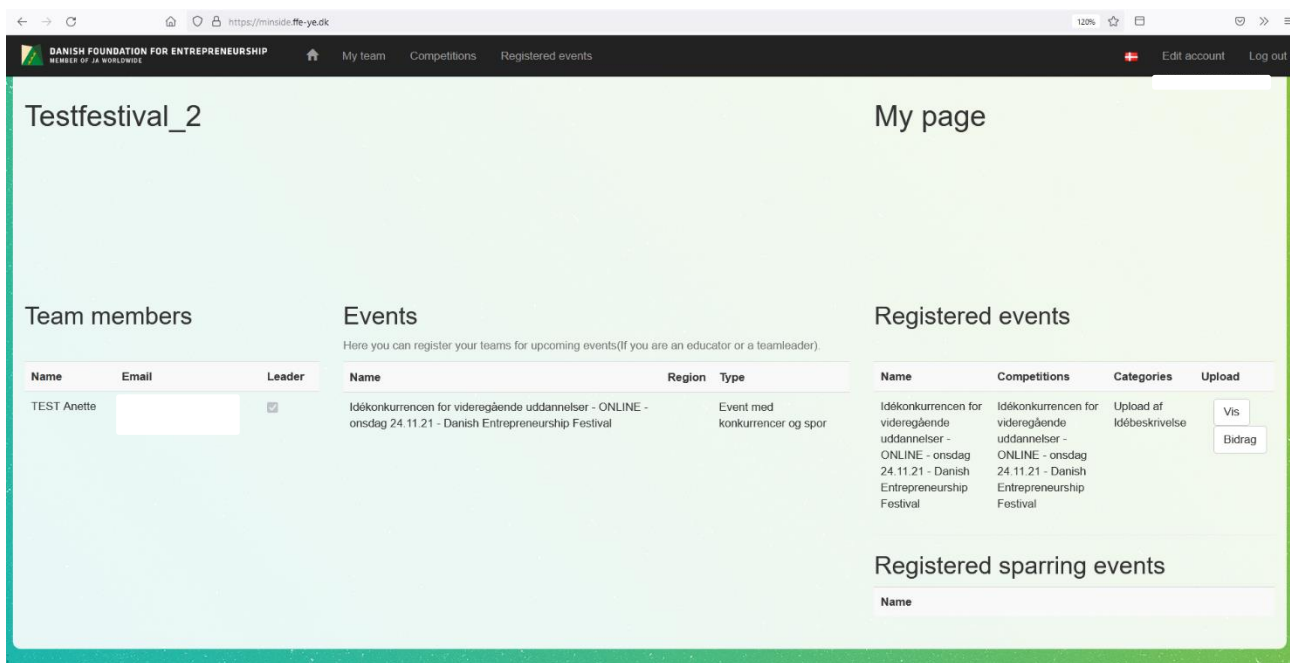
As team leader you register via [My Page](#). Register the team for the competition by clicking 'Tilmeld team' for the Idea competition under Events.



First click at the Idea Competition and then choose “Idékonkurrencen” and “Upload af idébeskrivelse”. Finish off by pressing “Tilmeld”

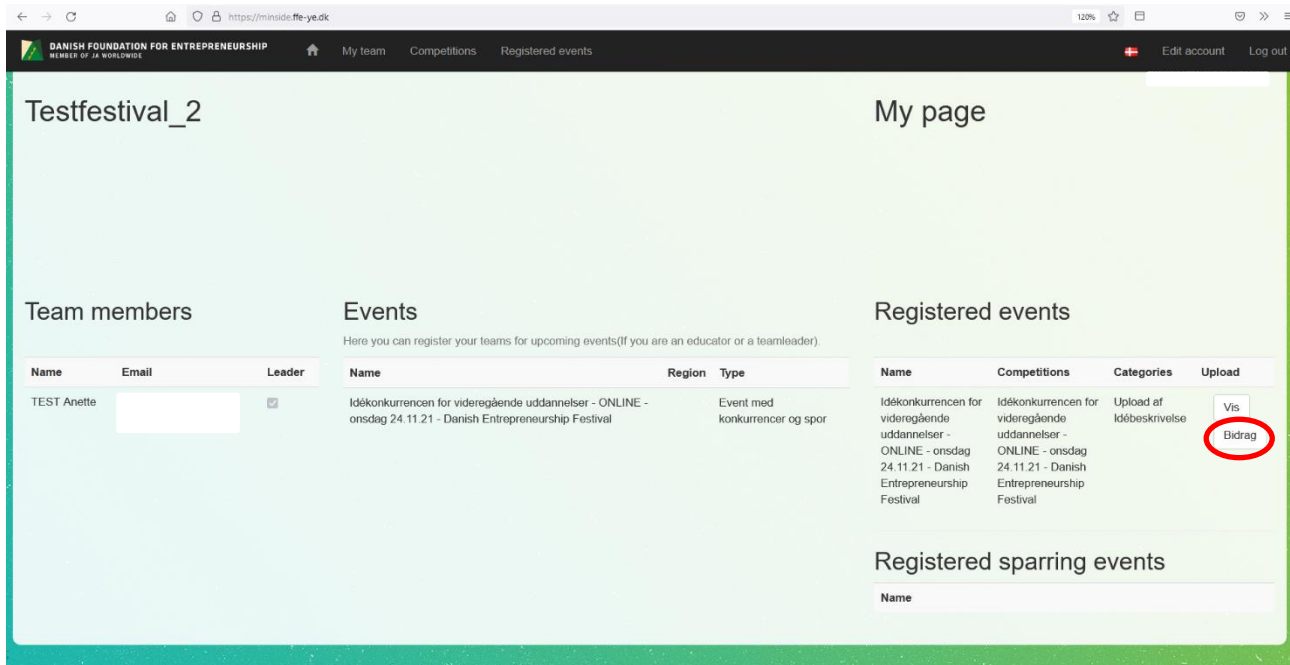


Once the team is registered for the competition, you will return to the front page, which now looks like this. Remember that you must also enter the written idea description to participate in the Idea Competition (step 4).

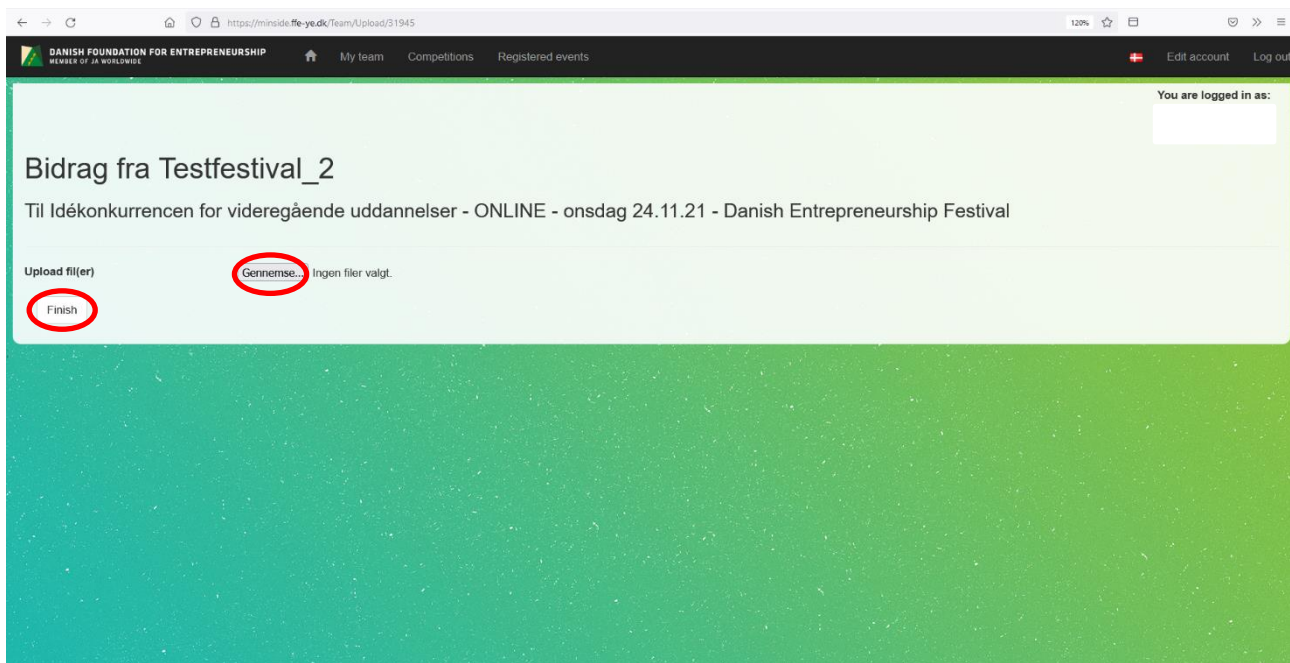


Step 4: Enter the written idea description

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.

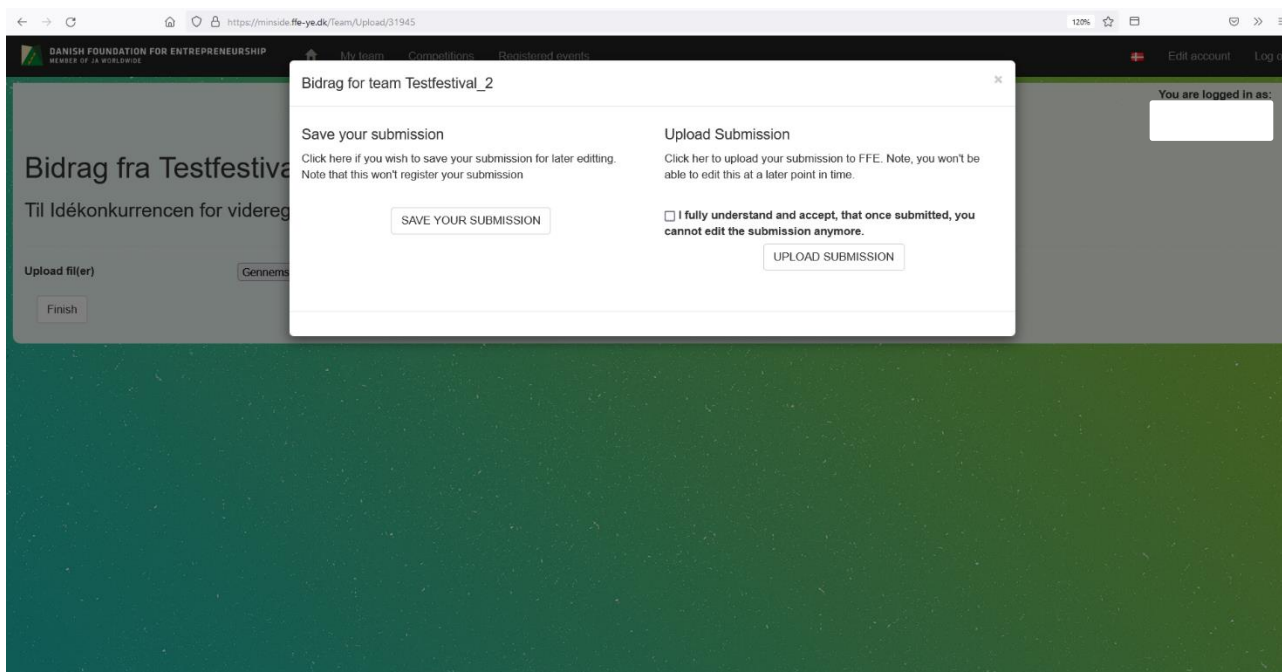


You will now see the page where you must upload the idea description as a PDF file. Press “Gennemse” to find the document on your computer and press “Finish” once you have uploaded the document.

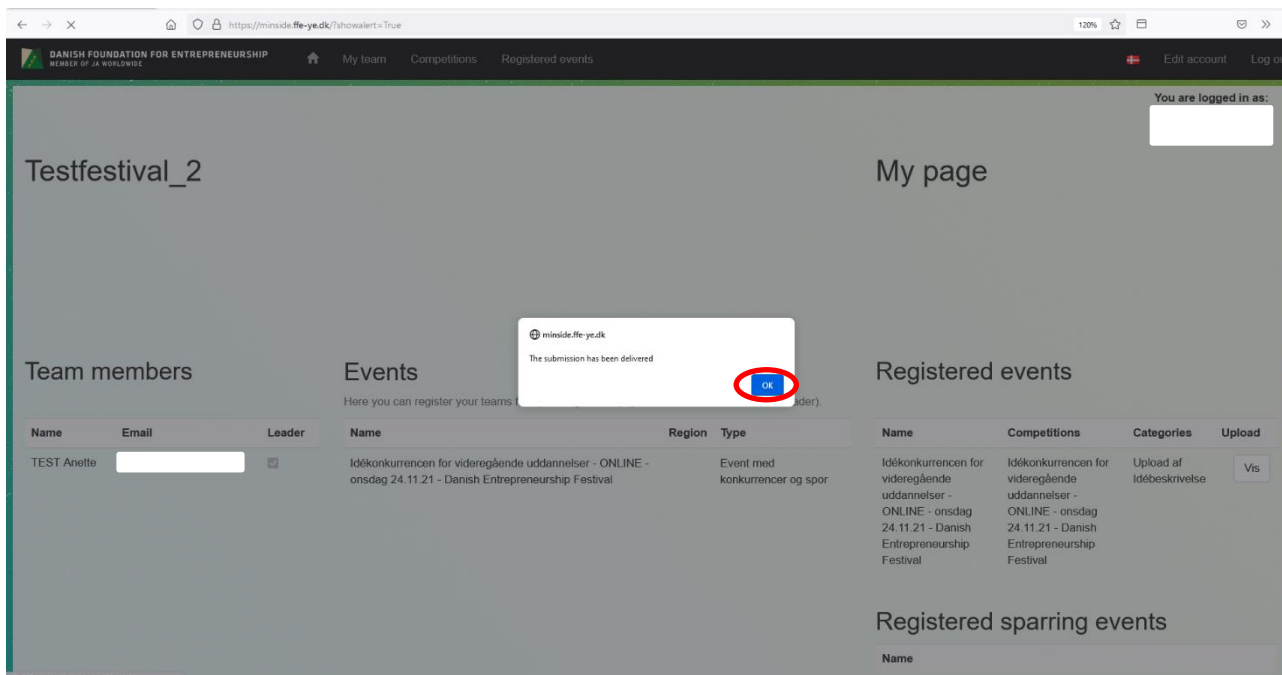


Now you have two options. You can either click on 'Save your submission'. By doing so you can return and correct your idea description later. Your idea description is thus NOT submitted yet.

When you have completely finished your idea description and want to submit it, click on 'Upload submission'. After this, you can no longer edit the idea description.



Once you have clicked on 'Upload submission', you will be notified that the idea description has now been submitted. You can simply close the message by clicking "Ok".



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 a web application for the Danish Foundation for Entrepreneurship. The user is logged in as 'TEST Anette'. The page is titled 'Testfestival_2' and 'My page'. It features several sections: 'Team members' with a table showing one member, 'Events' with a table of upcoming events, 'Registered events' with a table of events where the 'Vis' button is circled in red, and 'Registered sparring events' with a table.

Team members

Name	Email	Leader
TEST Anette		<input checked="" type="checkbox"/>

Events

Here you can register your teams for upcoming events (If you are an educator or a teamleader).

Name	Region	Type
Idékonkurrencen for videregående uddannelser - ONLINE - onsdag 24.11.21 - Danish Entrepreneurship Festival		Event med konkurrencer og spor

Registered events

Name	Competitions	Categories	Upload
Idékonkurrencen for videregående uddannelser - ONLINE - onsdag 24.11.21 - Danish Entrepreneurship Festival	Idékonkurrencen for videregående uddannelser - ONLINE - onsdag 24.11.21 - Danish Entrepreneurship Festival	Upload af idébeskrivelse	Vis

Registered sparring events

Name

What 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?

Evaluation criteria – written idea description

Evaluation criteria – written idea description	Points 1-10	Weighting	Guidelines and good advice for the team
Idea To which extent is the idea innovative and original? It may be innovation of something already existing or it can be something completely new (incremental or radical innovation)		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.
Value creation To which extent does the idea create value? The value can be either social, cultural or financial		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.
Target group To which extent is there an agreement between idea and target group?		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.
Realisable To which extent does the team know what it takes to realise the idea?		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.
Cooperation partners To which extent had the team had contact with potential cooperation partners and relevant networks and received sparring on their ideas?		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.
Written communication To which extent is the team's written communication of the idea thoroughly worked out and satisfactory? In the general evaluation the following is considered: <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	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. 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. Proofread and eliminate spelling, careless mistakes and typos.
Sustainability		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

To which degree does the team reflect about the idea's possible contributions to sustainability and/or Global Goals?			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
Idea To which extent is the idea innovative and original? It may be innovation of something already existing or it can be something completely new (incremental or radical innovation)		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.
Value creation To which extent does the idea create value? The value can be either social, cultural or financial		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.
Target group To which extent is there an agreement between idea and target group?		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.
Realisable To which extent does the team know what it takes to realise the idea?		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.
Cooperation partners To which extent had the team had contact with potential cooperation partners and relevant networks and received sparring on their ideas?		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.
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: <ul style="list-style-type: none"> To which extent does the team succeed in catching your attention? Has the team created a vivid narrative about the idea? 		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? Prepare your pitch and practice it many times.

<ul style="list-style-type: none"> To which extent does the team succeed in managing the 4 minutes allowed for their pitch? 			
Sustainability To which degree does the team reflect about the idea's possible contributions to sustainability and/or Global Goals?		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.
Total max. points		250	