

CRITERIA – EVALUATION FROM THE JUDGES

The written Idea Description

Criteria	Max. point	Guidelines and advice
<p>Idea To what extent is the idea innovative and original?</p> <p>It can be a further development of something already existing, or it can be something completely new (incremental or radical innovation).</p>	50	Describe what your problem is, and how your idea helps solve this problem. Explain how you came up with the idea, and what is new about the idea. Explain how you have researched the market, and how your idea differs from what already exists. Explain how your idea is based on your professionalism or knowledge. If you have already devised a business model, it can be described here.
<p>Value creation To what extent does the idea create value?</p> <p>It can be social, economic, cultural, or environmental.</p>	40	Explain how and for whom your idea creates value and makes a difference. Explain what value the idea creates and whether the value is social, cultural, and environmental / or economic.
<p>Target group To what extent is there agreement between idea and target group?</p>	40	Explain why you have chosen this particular target group and why the target group needs your idea. Describe which studies and knowledge support that your idea meets a real need of the target group.
<p>Feasibility To what extent does your team know what it takes to realize the idea?</p>	30	Describe what resources (eg. finances, knowledge, partners) you need to realize your idea. What will it eg. cost to make your idea a reality? Explain how you have researched or tested whether the idea can be realized.
<p>Partners To what extent has the team had contact with potential partners, relevant networks, and the opportunity to receive sparring on their idea?</p>	20	Tell us about your network and possible partners and how they have/can contribute to the development of your idea. Who did/are you planning to talk to, what feedback did you get, and how did you/do you use it? Describe which future partners you need to get in touch with.
<p>Written communication To what extent is the team's written communication of the idea thorough and complete?</p> <p>This general assessment takes into account the following:</p> <ul style="list-style-type: none"> • Has the team created a living narrative about the idea? • Has the team argued convincingly for their choice? • Has the team used the number of characters available to them sensibly (max. 4800)? • Has the team mastered formalities - ie. correct spelling, comma, etc. 	100	<p>You can score up to 100 points by making a vivid and elaborate description. Consider which instruments such as emotions, language, facts, studies etc. that will make your idea description more compelling.</p> <p>Read the description carefully to make sure that you have formulated yourself clearly and distinctly. Feel free to get others to read your description and ask if they understand what your idea is about.</p> <p>Consider how to best use all the 4800 characters you have available.</p>
<p>Reflection on sustainability and / or SDGs in the idea?</p>	20	How (if) does the project contribute to the SDGs, or is either sustainable production or social responsibility generally considered in the idea?
Total max. point	300	

The Pitch

Criteria	Max. point	Guidelines and advice
<p>Idea To what extent is the idea innovative and original?</p> <p>It can be a further development of something already existing, or it can be something completely new (incremental or radical innovation)</p>	50	Describe what your problem is, and how your idea helps solve this problem. Explain how you came up with the idea, and what is new about the idea. Explain how you have researched the market, and how your idea differs from what already exists. Explain how your idea is based on your particular professionalism or knowledge. If you have already devised a business model, it can be described here.
<p>Value creation To what extent does the idea create value?</p> <p>It can be social, economic, cultural, or environmental.</p>	40	Explain how and for whom your idea creates value and makes a difference. Explain what value the idea creates and whether the value is social, cultural, and environmental / or economic.
<p>Target group To what extent is there agreement between idea and target group?</p>	40	Explain why you have chosen this particular target group and why the target group needs your idea. Describe which studies and knowledge support that your idea meets a real need of the target group.
<p>Feasibility To what extent does your team know what it takes to realize the idea?</p>	30	Describe what resources (eg. finances, knowledge, partners) you need to realize your idea. What will it eg. cost to make your idea a reality? Explain how you have researched or tested whether the idea can be realized.
<p>Partners To what extent has the team had contact with potential partners, relevant networks, and the opportunity to receive sparring on their idea?</p>	20	Tell us about your network and possible partners and how they have/can contribute to the development of your idea. Who did/can you talk to, what feedback did you get, and how did you/do you use it? Further, please describe which future partners you need to get in touch with.
<p>Pitch To what extent is the team's pitch thorough, complete, and convincing?</p> <p>The general assessment of the pitch takes into account the following:</p> <ul style="list-style-type: none"> • To what extent does the team manage to capture your attention? • Has the team created a living narrative about the idea? • To what extent is the team able to make use of the 3 minutes they have available for their pitch? 	Max. 50	<p>Consider how you will build a catchy and well-argued pitch. What do you want to talk about first?</p> <p>How are you planning to end your pitch?</p> <p>Do you want to use aids (posters, prototype, slides on computer / tablet, etc.)? How will you capture and hold the judge's attention?</p> <p>Prepare and practice it several times.</p>
<p>Reflection on sustainability and / or SDGs in the idea?</p>	20	How (if) does the project contribute to the SDGs, or is either sustainable production or social responsibility generally considered in the idea?
Total max. point	300	