



Categories



Danish Foundation for
Entrepreneurship
Idea competition

Product

Ideas where one or more physical products / objects are what primarily create value for the target group. It can be within all disciplines and sectors, and the target group can be both consumers/citizens, other companies/organizations and/or the public sector. The category includes ideas for brand new products, ideas for new variants of products, accessories for other products/physical objects and/or trade in products from other companies. A product can be anything from a small enzyme to a new technology, machines, food, medicine/pharmaceuticals, utility items, art, clothing, books, movies, etc. The value created by the product can be both social and/or commercial.

Services

Ideas where one or more services / concepts are what primarily create value for the target group. It can be within all disciplines and sectors, and the target group can be both consumers/citizens, other companies/organizations and/or the public sector. It can also be ideas that increase the quality and value of the service process, e.g. new ways of organizing and managing services through a new type of customer interaction channel, a distribution system, a technological and/or digital concept or a combination. Ideas within the experience economy are also included in the category. The value created by the service can be social and/or commercial.

Intrapreneurship

Ideas that create new value within the existing organizations. It can be within all types of organizations - both in the private and public sectors, including hospitals, schools, day care centers, municipalities and so much more. The idea focuses on solving challenges or exploiting opportunities within the framework of an existing organization / association / company. The idea can be a new and preferably innovative process, activity or project that can contribute to promoting health, increasing well-being, strengthening learning and communities, promoting integration, improving the environment, increasing efficiency/productivity/earnings, strengthening innovation or otherwise creating value for employees, citizens/customers, management, owners, state/region/municipality and/or other stakeholders.