Description of purpose at the Danish National Championship Start Up Programme

The Danish National Championship is focusing on sharpening the minds of the new and best entrepreneurs of Denmark among the students at the academy profession programmes and professional bachelor programmes.

At the national championship, teams will be rewarded for:
- showing knowledge about and attitude towards developing and communicating a realistic and innovative business plan
- the ability to use creative and catchy presentation forms
- knowledge about and communicating a thorough target group and market investigation
- the ability to initiate relations, networks and cooperate with business partners
- having a critical perspective on future budgets
- presenting and understanding a business plan for the following year
- an understanding of and reflection on the possibility for national and international scalability

For the national championship, it is important to work on action, relations towards the environment, and personal attitude, in accordance with the taxonomy of *FFE*. The national championship in Start Up Programme gives students a possibility to act on an idea in a professional setting with professional business people.

At the Danish National Championship, the twenty qualified teams will be tested in their ability to create a sustainable setting for their *Start Up*. In addition, the twenty teams shall be tested as future entrepreneurs.

At the national championship, points will be rewarded for:

1. 15 pages (maximum) business plan
2. Ten minutes interview with the judges
3. Four minutes pitch in front of the audience

Categories

Green Tech
Optimized resource utilization, recycling and green solutions. A focus upon opportunities in sustainable living and business, demographic challenges, urbanization, new technology, product development, digitization, sharing economy.

Social Entrepreneurship
Creating social value for individuals or communities, national or globally. A focus upon initiating and changing societal improvements, demographic challenges, educational development, urbanization, new technology and product development, digitization, sharing economy.

Life Tech
Development in welfare, health or learning practices. A focus upon improving or optimizing the life - and health challenges, new user experiences, new technology and products, financial technology, digitization, shared finances.

Service Innovation
Development of experiential, - user design. A focus upon the development and optimization of products and service design, experiences and events, financial technology, robotics, digital, shared finances