

## Description of purpose for the regional championship 2017

The regional championship for students at academy profession programmes and professional bachelor programmes focuses on the students' ability to act upon a business idea.

At the regional championship, the participants will be judged on the following:

- Their knowledge and action towards: project management and business models, communication, economy/budget, collaborations and network relations, culturally, social and economic terms concerning target group, business model and market – and with clear value proposition and knowledge of the impact of their idea.

At the regional championship, it is particularly relevant that the participants demonstrate that they have combined their idea with action and environment (FFE's taxonomy).

The competition, which is performed in a professional setting with professional business people, gives the students the opportunity to present and explore their ideas in front of highly experienced business and entrepreneurial professionals. By participating in the regional championship, the students will enhance their communication and action skills and strengthen their understanding in relation to the environment.

At the regional championship, points are given for:

1. 3 pages in a concept description
2. 10 minutes interview with judges
3. 4 minutes pitch.

## 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