

Rating criteria's for the regional championship 2017

Concept description of the idea for the regional championship and rating criteria

Content of the concept description:

Font size 12

Max. 3 pages, 2400 characters (anything above will not count in the ratings)

Illustrations are besides characters

The concept description is configured via Min Side on www.ffe-ye.dk in a blank text box. Min Side does not allow for the concept description to be set up creatively. The focus is on the text and attached illustrations.

Name of the idea

- The idea in three lines
 - Graphic communication of the idea/concept
- Project management/the team behind
- Idea and business model
- Impact and value creation
 - Target groups
 - Market and **competitive analysis**
- Economy/budget
- Collaborators and network

Rating criteria for the concept description at the regional championship

Scheme for rating of the concept description

NAME OF THE IDEA: _____

CATEGORY: _____

Criteria (FFE taxonomy: action & environment)	Feedback	Point 1-10	Point rating factor	Advice to the team
<p>The idea:</p> <p>To what extent does the team communicate their idea clearly?</p> <p>Is the concept illustrated clearly?</p>			2	Work with a short clear communication of your idea. Attach an illustration of your concept.
<p>Project management/the team</p> <p>To what extent does the team present a clear division of skills and knowledge in the team and responsibilities towards realisation of their idea?</p>			2	Pay attention to how the team's academic skills can be explored? Explain this in a brief plan for how you will explore it towards your business plan.
<p>Target group</p> <p>To what extent does the team present a clear business plan?</p> <p>Have they considered and understood their target group(s)?</p>			4	Research of target group(s). Qualitative and quantitative analytical research fieldwork, develop data to qualify your business plan and potential of your idea.
<p>Competition/Market</p> <p>To what extent does the team consider the existing market and potential competitors?</p> <p>Has the team reflected on the kind of challenges it addresses and how they will solve them?</p>			4	Market investigation, What does the market look like now? How does your idea contribute to or change the existing market? Is it Blue Ocean? Who are your competitors and how will you work around/with them?
<p>Economy</p> <p>To what extent does the team present a budget as analytical understanding towards economic opportunities and challenges?</p>			2	Reflect upon how you will structure a realistic budget that presents your ambitions for the business plan?
<p>Collaboration and network relations</p> <p>To what extent does the team consider potential professional collaborators and network?</p> <p>Have they presented potentially economic opportunities?</p>			4	Mapping of potential collaborators and opportunities – will you collaborate with someone and why? Are there special networks you should be part of, and why?

Points total				
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POINT SCALE

- 1 - 3 point: For the insecure and insufficient performance
- 4 - 5 point: For the regular performance with many limitations.
- 6 - 8 point: For the good performance.
- 9 - 10 point: For the excellent performance, with no limitations.

Interview with judges and rating criteria for the regional championship

10 minutes interview with judges

- As a team, you have to prepare a very brief explanation of your concept, max. 2 min. (At least one of the judges will have read your concept description)
- Afterwards the interview will continue as a conversation between you and the judges.
- Prepare to answer questions related to your concept description.
- The judges can – within the 8 minutes – ask questions related to any topic they find relevant. Unforeseen questions will occur, which you as a team must be able to answer.
- Every team has one interview with judges at the regional championship. The interview is conducted without any teachers or other teams in the room.

Rating criteria for interview with judges at the regional championship

Rating scheme for 10 min interview with judges.

NAME OF THE IDEA: _____

CATEGORY: _____

Criteria (FFE taxonomy: action & environment)	Feedback	Point 1-10	Point rating factor	Advice to the team
<p>Communication</p> <p>To what extent is the team capable of communicating the idea clearly?</p> <p>To what extent is the team capable of visualising the idea?</p>			2	Be prepared to make a brief presentation. Present an illustration of your idea. .
<p>Personal attitude</p> <p>To what extent does the team show reflection, understanding, solution-orientation and adaptability related to unforeseen challenges and weaknesses?</p>			2	Work with different scenarios – what if?
<p>Competitors/market</p> <p>To what extent does the team consider the existing market and competitors? (Has the team conducted data collection concerning their competitors?)</p> <p>Is the team capable of reflecting on the challenges that competitors may pose and on how they will meet these challenges?</p>			5	Work with different scenarios related to your competitors. How will they and your business influence each other?
<p>Target group</p> <p>To what extent does the team consider their target group(s) (have they collected data)?</p> <p>Is the team capable of reflecting on the challenges regarding the target group(s) and how they will solve them?</p>			5	Develop knowledge related to your target group(s). Consider surveys, fieldwork, and video material. Surprise the judges with new knowledge in the interview and the pitch.
<p>Collaboration and network relations</p> <p>To what extent is the team capable of reflecting on collaborators and network who could potentially have value for their idea?</p>			5	Consider opportunities for potential business partners, contact them and begin potential collaboration.
<p>Economy</p>			2	How will your concept gain profit or sustain itself?

To what extent is the team capable of presenting and arguing for a sustainable economic business?				
IPR To what extent is the team capable of reflecting on the options for patent and protection?			3	What is the option for protecting your idea? In addition, is it a good idea? Consider rights and patents opportunities if using technology/data?
Strategy To what extent has the team reflected on the scalable potential of the idea?			2	Can your concept grow? How? Is there a market or target group that could also benefit from your idea?
Points total				

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4 minute pitch at the regional championship and rating criteria

4 min. pitch:

- As a team, you have 4 min. to present your idea.
- Your presentation may contain a video. However, be aware that it cannot contain only a video presentation. Explore how a good presentation can be performed, so you have a concise presentation ready.
- The time frame is monitored and a signal is given when you have 1 minute left. Another signal is given when you have only 15 seconds left. When the 4 minutes have passed, the presentation will be stopped, regardless of whether you have finished or not.

Rating criteria for the pitch at the regional championship 2017

Rating scheme 4. min. pitch

NAME OF THE IDEA: _____
 CATEGORY: _____

Criteria's (FFE taxonomy: action & environment)	Feedback	Point 1-10	Point rating factor	Advice to the team
Communication To what extent is the presentation structured, clear and easily understood. To what degree does the team perform a creative and catchy presentation?			5	Develop a brief presentation that only contains the necessary information. Consider storytelling and clear communication. You decide whether just one person or the whole team presents.
Personal attitude To what degree is the team capable of selling their idea convincingly?			3	Believe in your idea and show us as audience why we should believe in it too?
Target group To what degree is the team capable of presenting the idea's value creation and impact? Target group research?			5	Be clear about exactly why your concept creates impact and value? Use research, data, knowledge relating to target group.
Market To what extent does the team present a clear and ambitious plan, with an understanding of the existing market?			5	Consider why your idea will take over or create a new market?
NOTE TIL DOMMERE: Der må ikke udelukkende bruges video, dvs. at video ikke må erstatte den personlige scenepresentation.				
Point total				

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