

Rating criteria's at the Danish National Championship

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

Business plan for the national championship and rating criteria

Content of the business plan:

Name of the idea

Maximum 15 pages (if exceeded, the extra pages shall not be included and rated)

Text size, 12 – (36.000 characters, appendix/pictures included)

- Describe the idea in three pages (a graphic illustration is allowed)
- Present the idea and the concept behind it
- Describe your value creation (target group surveys, market surveys and business plan)
- Economy and goal (budget and financial reports, and scale potential)
- Business plan for the future (2017/2018)
- Plan for communication and marketing
- Potential cooperation partners, networks and financing
- Start Up Programme at the Danish National Championship 2017

Scheme for rating of the business plan

NAME OF THE IDEA: _____

CATEGORY: _____

In the 15 pages business plan, to what extent does the team manage to concentrate on important elements like innovation, marketing, sales, customers, the product/service, economy, finances, communication, administration, strategy, etc.

Criteria (FFE taxonomy: action & environment)	Feedback	Point 1-10	Point rating factor	Advice for the team
Communication To what extent does the team manage to present their concept in a clear manner?			2	Make your presentation and concept modern, effective and interesting. Do you have a visual identity?
Communication To what extent does the team illustrate professional knowledge and creativity using sketches, models and prototypes?			2	Work with creating a realistic and functional prototype. Search for experts and funds to develop the model
Social and cultural context To what extent does the team show understanding of and knowledge about the target group in a social and cultural context? How has the team obtained knowledge about the target group?			4	The greater knowledge about the target group, the better arguments for the value of your idea
Understanding of the market To what extent does the team show understanding of and knowledge about the market and competitors? How has the team obtained knowledge about the market?			4	Work with creating an understanding of the existing market. You are to talk to competitors or other business people
Economy To what extent does the team manage to show an ambitious and economic sustainable business plan?			5	Be critical about sales volume and profit. How will you generate a profit? Explain your thoughts and budget
Plan of action To what extent has the team managed to show a realistic plan of action? How has the team acted according to their business plan?			5	Show a potential plan from <i>beginning</i> to <i>success</i> . Be critical and realistic towards the potential challenges. How will you overcome these challenges?
Cooperation and relations To what extent has the team shown an analytical and critical approach to knowledge and communication with external sources and networks?			5	Initiate contact to potential network, actors and cooperation partners and explain/show why and how you intend to use these.

National and international potential To what extent has the team analysed, evaluated and acted on IPR possibilities for their idea?			2	
Communication and marketing To what extent has the team managed and developed a communication strategy?			2	How will you market your idea? Which methods will you use and why?
Total points				

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 the judges at the Danish National Championship and the criteria

Ten minutes interview at your stand:

- As a team you need to prepare a very short (maximum two minutes) presentation about your concept. At least one of the judges has read your business plan.
- After the presentation, the interview is supposed to be a conversation between you and the judges.
- Be prepared to answer questions related to: economy, risk taking, network, potential of scale, creation of values, market, etc.
- After the presentation, the judges have the remaining eight minutes to ask questions they feel appropriate. Hence, unforeseen question might occur.

Start Up Programme at the Danish National Championship, 2017

Criteria for the ten minutes interview at the stand with the judges

TEAM NAME: _____

CATEGORY: _____

Criteria (FFE taxonomy – action, creativity, understanding of the surroundings, personal attitude)	Feedback	Point 1-10	Point rating factor	Advice for the team
Communication: To what extent does the team manage to show their concept in a visual, creative and understandable communicative way? Has the team created a clear visual identity at their stand			3	Look at the DNA. Is it effective and interesting?
Communication: To what extent has the team managed to show a prototype or a physical product to show their idea? Is the concept understandable?			2	Develop a prototype as close to the actual product as possible. Consider how the prototype should be developed, if you cannot produce a physical product.
Cooperation and network: To what extent has the team considered potential partners, and can the team in a critical way explain selections and deselections.			4	Consider the possible cooperation partners, and reflect on why these create value for you, and how you create value for them
Social and cultural context: To what extent does the team manage to give you an insight about the target group, their needs and why their idea is necessary?			5	How can you convince the judges that your idea creates value for the target group?
Potential of scale: To what extent is the team able to reflect on and be critical towards the potential of scale, both national and international			4	Can you present how your idea should be spread or not be spread?
Personal attitude: To what extent does the team present themselves professionally? Are the members active in the presentation and capable of selling their idea?			5	
Personal attitude: To what extent is the team open to inputs and challenges, and able to use these for their advantage?			5	
Total points				
The stand must have a name, logo and potential sponsors and advisers stated. If these demands are not met, two			deduction	

points shall be deducted.				
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Four minutes pitch for the Danish National Championship and criteria

Four minutes pitch:

- As a team, you have four minutes to clearly present your concept
- Your presentation may include video, but this may only be a short part of the presentation. If the video is too long, points will be deducted.
- Examine how to make a great pitch, so you will have a good presentation

Start Up Programme at the Danish National Championship, 2017

Criteria for the four minutes pitch

TEAM NAME: _____

CATEGORY: _____

Criteria (FFE taxonomy – action, creativity, understanding of the surroundings, personal attitude)	Feedback	Point 1-10	Point rating factor	Advice for the team
Communication: To what extent is the presentation structured, clear and understandable?			5	Work with making a short pitch, which only contains the essential. Work with storytelling and clear communication
Communication: To what extent does the team make a creative and catching presentation?			4	Work with making the presentation exiting. Being creative is always a plus
Personal attitude: To what extent is the team professional			5	
Personal attitude: To what extent does the team present their idea convincingly?			5	Believe in your idea. Otherwise, nobody else will.
Creativity and knowledge using: To what extent is the team capable of visualising their idea, so it is clear and understandable			2	
Cultural, social and economic relations regarding target group: To what extent does the team manage to show value creation of the idea? Has a target group investigation been made?			3	Present how your idea creates value. Develop and use surveys, qualitative and quantitative research, fieldwork etc.
Cultural, social and economic relations regarding business model and market terms: To what extent does the team manage to show a clear and ambitious business plan with understanding of the market			3	Consider why your idea is taking over the market and creating a new market
Judges (not FFE): Two points will be deducted if the use of video is too comprehensive. Video shall not replace the personal presentation			deduction	
Total points				

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