

## 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
<b>Communication</b> 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?
<b>Communication</b> 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
<b>Social and cultural context</b> 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
<b>Understanding of the market</b> 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
<b>Economy</b> 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
<b>Plan of action</b> 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?
<b>Cooperation and relations</b> 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.

<b>National and international potential</b> To what extent has the team analysed, evaluated and acted on IPR possibilities for their idea?			2	
<b>Communication and marketing</b> 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?
<b>Total points</b>				

**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
<p><b>Communication:</b>            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</p>			3	Look at the DNA. Is it effective and interesting?
<p><b>Communication:</b>            To what extent has the team managed to show a prototype or a physical product to show their idea?             Is the concept understandable?</p>			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.
<p><b>Cooperation and network:</b>            To what extent has the team considered potential partners, and can the team in a critical way explain selections and deselections.</p>			4	Consider the possible cooperation partners, and reflect on why these create value for you, and how you create value for them
<p><b>Social and cultural context:</b>            To what extent does the team manage to give you an insight about the target group, their needs and why their idea is necessary?</p>			5	How can you convince the judges that your idea creates value for the target group?
<p><b>Potential of scale:</b>            To what extent is the team able to reflect on and be critical towards the potential of scale, both national and international</p>			4	Can you present how your idea should be spread or not be spread?
<p><b>Personal attitude:</b>            To what extent does the team present themselves professionally? Are the members active in the presentation and capable of selling their idea?</p>			5	
<p><b>Personal attitude:</b>            To what extent is the team open to inputs and challenges, and able to use these for their advantage?</p>			5	
<b>Total points</b>				
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
<b>Communication:</b> 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
<b>Communication:</b> 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
<b>Personal attitude:</b> To what extent is the team professional			5	
<b>Personal attitude:</b> To what extent does the team present their idea convincingly?			5	Believe in your idea. Otherwise, nobody else will.
<b>Creativity and knowledge using:</b> To what extent is the team capable of visualising their idea, so it is clear and understandable			2	
<b>Cultural, social and economic relations regarding target group:</b> 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.
<b>Cultural, social and economic relations regarding business model and market terms:</b> 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
<b>Judges (not FFE):</b> Two points will be deducted if the use of video is too comprehensive. Video shall not replace the personal presentation			deduction	
<b>Total points</b>				

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