

Rating criteria's for the regional championship

The regional championship for students at short and medium educations, empathizes 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 a clear value and impact of their idea.

At the regional championship, it is particularly relevant that the participants show, that they have combined their idea with action and OMVERDENSRELATION (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, action and strengthen their understanding in relation to the OMVERDENSRELATION.

To the regional championship, point is giving for:

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

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

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
 - Graphical communication of the idea/concept
- Project management/the team behind
- Idea and business model
- Impact and value creation
 - Target group?
 - Market and completion?
- Economy/budget
- Collaborators and network

Rating criteria's of the concept description the regional championship

Scheme for rating of the concept description

NAME OF THE IDEA: _____

KATEGORY: _____

Criteria's (FFE taxonomy: action & environment)	Feedback	Point 1-10	factor	Advice for 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 our idea. Attach an illustration of your concept.
<p>Project management/the team</p> <p>To what extent does the team present a clear use and division of skills and knowledge in the team – toward realisation of their idea?</p>			2	Pay attention to how the teams academic and skills can be explored? Explain this in a brief plan for how you will explore it towards your business model.
<p>Target group</p> <p>Have they considered and understood their target group(s)?</p>			4	Research into target group. Qualitative and quantitative analytical research, fieldwork, develop data to qualify your business model and potential of your idea.
<p>Competition/Market</p> <p>To what extent does, the team considered the existing market and potentially competitors.</p> <p>Have the team reflected upon, which challenges it can create as to, how they will solve it?</p>			4	Market investigation, how does the market look like now? How does your idea contribute or change the existing market? Is it Blue Ocean? Who are you 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, which presents your ambitions for the business model?
<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 network you



				should take part in, and why?
Point total				

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 none limitations.

Interview with judges and rating criteria's regional championship

10 min. interview with judges

- As team, you are to prepare a very brief explanation of your concept, max. 2 min. (Minimum 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 are within the 8 minutes allowed to ask question related to what they find relevant. There unforeseen question will occur.
- Every team have one interview with judges to the regional championship. The interview is conducted without any teachers or others team in the room.

Rating criteria's interview with judges regional championship 2017

Rating scheme 10 min interview with judges.

NAME OF THE IDEA: _____

KATEGORY: _____

Criteria's (FFE taxonomy: action & environment)	Feedback	Point 1-10	factor	Advice for 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 hold brief presentation. Present an illustration of your idea. .
<p>Personally attitude</p> <p>To what extent does the team show reflection, understanding and solution-oriented and adaptability related to unforeseen challenges and weakness?</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? (Have the team-conducted data concerning their competitors?)</p> <p>Are the team capable of reflecting toward which challenges competitors can create and how they will solve it?</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 (have they conducted data)?</p> <p>Are the team capable of reflecting relating to challenges with the target group, and how they will solve it?</p>			5	Develop knowledge related to your target group. Consider surveys, fieldwork, and video material. Surprise the judges with new knowledge to the interview and the pitch.
<p>Collaboration and network relations</p> <p>To what extent is the team capable of reflecting towards collaborators and network whom could potentially have value for their idea?</p>			5	Consider opportunities for potential business partners, take contact and begin potential collaboration.
<p>Economy</p> <p>To what extent is the team capable of presenting and argue for a sustainable economic business?</p>			2	How will your concept gain profit or sustain itself?

IPR To what extent is the team capable of reflecting upon the idea options for patent and protection?			3	What is the option for protection of your idea? In addition, is it a good idea? Consider rights and patents opportunities if using technology/data?
Strategy To what extent does the team reflect upon the potential for the idea to scale up?			2	Can your concept grow? How? Are there a market or targetgroup which could also benefit of your idea?
Point i alt				

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4 min. pitch regional championship and rating criteria's

4 min. pitch:

- As a team, you have 4 min. to present your idea. .
- You presentation may contain video, however be aware that it cannot only be a video presentation. Explore how a good presentation can be performed, so you have a sharp presentation ready.
- The timeframe will be controlled and a signal will be given when 1 min. is left. When 15 sec. are left you will get another signal. When 4 min. are over, the presentation will be stopped.

Rating criteria's pitch regional championship 2017

Rating scheme 4. min. pitch

NAME OF THE IDEA: _____
 CATEGORY: _____

Criteria's (FFE taxonomy: action & environment)	Feedback	Point 1-10	factor	Advice for the team
Communication To what extent is, the presentation structured, clear and easy understood. To what degree does the team perform a creative and catchy presentation?			5	Develop a brief presentation, which only contain the necessary. Consider storytelling and clear communication. You decide whether on or the whole team presents.
Personally attitude To what degree are the team capable of selling their idea convincing`?			3	Believe in your idea and tell/show us as audience why should we believe in it to?
Target group To what degree are the team capable of presenting the idea value creation and impact? Target group research?			5	Be clear about precisely 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 business model, with an understanding toward 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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