VENTURE CUP
DENMARK

APPLICATION SUBMISSION

Max 4 pages written in English.
Pictures are welcome in the appendix.

1. GIVE A BRIEF INTRODUCTION

The introduction should be a very short and precise description of the idea, strategy and implementation. Like an executive summary.

2. DESCRIBE YOUR IDEA

Describe your idea. What problem, need or wish does your customers/target group have? What is your solution? How and why does it work (Don't get too technical)?

Describe how your idea is innovative? What are you doing in a new/different way? How is the idea based on relevant knowledge from own experience, education, research or work experience?

Describe how your idea stands out from your competitors' product/service/process. Who are your competitors and how are you differentiating from them? How are you creating value for your customers/target group that is different from your competitors? How do your competitors affect your chances of successfully marketing and selling your solution? How are you making sure others can not copy your idea?

REMEMBER you always have competitors! How are your customers/target group solving the problem right now? It might not be a good way but it is still your competition. Are you offering more convenience? A more thorough but better way? Think about this when answering the questions above.

3. DESCRIBE YOUR IMPACT

How have you quantified your value propositions? Can you prove that there is a need and paying customers? Can you prove that there is a market (however the size) nationally or internationally?

Who are your customers/target group and what do they think of your idea? How did you investigate that your customers/target group wants your solution and that there is a market for it? What is the size of the market and its potential for growth?

How are you going to establish a sustainable business? How do you make money on your business/secured resources? What are your price structure and costs? How do you get your idea to market?

How does your idea have potential to become a sustainable business in terms of environmental and societal opportunities? What Sustainable Development Goals (SDGs) are you working with? What about the other SDGs? Where do you have a positive impact and how do you plan to increase it? Where do you have a negative impact and how are you going to decrease it?

Note the SDG's can not stand alone. Every business has SDGs where they improve society/the planet, neutral SDGs where they do not add or take from society/the planet and SDGs where they have a negative impact on society/the planet that needs to be reduced. Explain this.

4. DESCRIBE YOUR TEAM AND EXECUTION STRATEGY

How are your team composed and why do you have the right competencies to execute your idea? What competencies will you use to realize the idea? How does the diversity of your team contribute to the success of the idea? With what skills will you promote and support your idea? What insights does your team lack to solve future tasks and how do you address this?

Please make it probable that your idea is realistic and can be executed in practice. What is the status of your idea and remaining development i.e. how far have you come in realizing the idea? Please describe all remaining development tasks and how you expect to address them e.g. regulatory or technical tasks.

What are your milestones for succeeding with the idea? What are your plans for implementation (time to market) of the idea? Do you have a realistic timeline and budget for realizing your idea? Please attach an overview of your budget and timeline.

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VIDEO SUBMISSION

Video must be a maximum of 3 minutes and in English.

Please note that the video is not a pitch video! You will have time at the category finals to pitch. The video is a PRODUCT/SERVICE DEMO meaning that you must showcase your product/service/process/technology using the technical details and guide below.

Technical requirements:

• Landscape: Horizontal
• Quality: HD (the higher the quality, the better)
• Graphics: Please try having NO text or logos
  other than your startup logo
• Sound: Clear sound, minimize background noise
• Video: A maximum of 3 minutes and in English

Please use this format (roughly):

• Introduce yourself or team who is presenting your demo (20 sec)
• Introduce your startup name and one-liner of what you are doing (30 sec)
• Show your product/service/process/technology (Important that you focus on good
  quality video in this part and that it is showing your solution, not just you talking (2 min)
• Outro (10 sec)

Tips

• Have a product? Show that beauty!
• Have a digital solution? Record your screen!
• Have a service/process? Show your screen/people using the
  service/doing that process!
• Have a secret? Tell us that you do, since the video will be used for promotional
  purposes at the award show, online and after the competition.

Newer phones can take good video but REMEMBER to film landscape/horizontal!
Macs have iMovie where you can edit your video and Windows have Video Editor.

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JUDGING CRITERIA

All teams are evaluated and given feedback on the following
criteria before the category finals:

The quality of the idea

- Is the idea clear, coherent and well thought out?
- Is it based on relevant knowledge from own experience, education, research or work experience?
- Is the idea innovative e.g. does it push for new behavior, new products, processes, services or technologies by combining knowledge with existing or new solutions?
- Does the idea stand out from the competitors?

Impact

- Has the team quantified their value propositions and proven that there is a need, paying customers and that there is a market nationally or internationally?
- Does the idea have potential to become a sustainable business with a clear over-view of how they are performing on all the Sustainable Development Goals and further has a plan to increase positive impact and decrease negative impact?

The execution strategy

- Does the team show great drive and execution?
- Does the team seem knowledgeable within their field and have they made good assumptions for managing risk?
- Does the team have the required competences and/or a plan to obtain missing competences?
- Is the idea executable by the team (if they obtain missing competencies /resources and have a clear plan for it)?
- Does the team have a clear plan for implementation (time to market) of the idea with a realistic budget?

Note that scoring criteria and application are based on the Innofounder program.
[Check it out here](#)