

JUDGING CRITERIA



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 overview 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?