



DANISH ENTREPRENEURSHIP AWARD

FONDEN FOR ENTREPRENØRSKAB

Video Pitch Competition 2018

Criteria

Team name: _____

CRITERIA	Points 1-10	Tips for the students
The idea To what degree does the team present a new and value creating idea?		What is new about your idea? For whom does it create value?
Storytelling To what degree does the team build a good storyline?		Think about what is important for the video and in your story? What comes first and what should be presented for the audience at the end of the story? How should the story be build up?
Bringing to life To what degree does the team bring their story to life through video pitching?		What effects can you use to make the story come alive? Graphics, pictures, sound etc.?
Pitching To what degree is the idea presented clearly and professionally?		How do you through the video make sure the audience clearly understands your idea? How will you use for example emotions to capture the attention of the audience and make sure they will remember your video?
The team To what degree does the team present themselves and their competences?		How will you show what you are capable of as a team, your strengths and weaknesses?

POINTS

1 - 3 point:	For the insecure, insufficient and non-satisfying performance
4 - 5 point:	For the mediocre performance with several significant shortcomings
6 - 8 point:	For the good performance
9 - 10 point:	For the excellent performance with no or insignificant shortcomings