

Danish Entrepreneurship Award

– written description for the Idea Competition

Guide, criteria and template



DANISH ENTREPRENEURSHIP AWARD
FONDEN FOR ENTREPRENØRSKAB



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Danish Entrepreneurship Award – The Idea Competition

With nearly 2000 participants, the Idea Competition is the biggest competition at Danish Entrepreneurship Award. The Idea Competition has two disciplines – the written description and the pitch.

Idea Competition – written description

The written description is the first discipline of the Idea Competition. The team must demonstrate their ability to give a short and precise description of their idea in writing with no use of images, illustrations, video etc. – only words and maximum two pages (4800 characters).

The team will be evaluated on the idea, value creation, target group, realisation and partners but they will also get points for the presentation itself. The team can collect up to 100 points for delivering a precise, vivid and thoroughly prepared narrative about their idea under the headline "Written presentation". This means that it is not only about the idea itself but also about making an effort presenting it in a way that makes it very clear for the judge.

In short, a team can get up to 280 points for the written description and 2 x 230 points for the face-to-face pitches. The team with the highest total score from each of the four categories will move on to the finals so if a team wants to have a shot at qualifying for the finals it is worth putting some energy into developing the written description.

Furthermore, the use of the headlines from the judging criteria is mandatory when writing the idea description. You can use the template on the last page.

Deadline for typing in the written description on "Min side" is Tuesday October 27, 2020 at 12.00 (Noon).

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Step one the teacher registering and then creating teams and adding students, who then must sign up for the competition and type in the written description.

You do not have to do it all in one go. You can create the teams and sign up and then type in the description later – as long as it is all done by Tuesday October 27 at 12.00 (Noon).

Criteria

Criteria – written description	Max. points	Guidelines and good advice for the team
Idea To what degree is the idea innovative and original? It can be rethinking of something existing or something entirely new (incremental or radical innovation)	50	Describe the problem and explain how your idea is a solution to this problem. Describe how you came up with the idea and what is new about it. Tell how you researched the market and how your idea is different from what already exists. Explain how your idea is based on your specific professional/technical knowledge. If you have already developed a business model, you can describe it here.
Value creation To what degree does the idea create value? The value can be social, cultural or financial.	40	Explain how and for who your idea creates value and makes a difference. Tell what kind of value the idea creates, and if the value is social, cultural and/or financial.
Target group To what degree does the idea correlate with the chosen target group?	40	Explain why you chose this specific target group and why the target group has a need for your idea. Tell about the surveys and knowledge that supports your choice of target group.
Realisation To what degree does the team know what it takes to realise the idea?	30	Describe the resources you need (funds, knowledge, experts etc.) to realise your idea. Explain how you have researched or tested if the idea can be realised.
Partners To what degree has the team been in contact with potential partners and relevant network to get feedback on the idea?	20	Tell about your network and partners and how they have contributed to the development of the idea. Who did you talk to, what was their feedback and how did you use it? Tell what partners you need to contact in the future.
Written presentation To what degree is the written presentation comprehensive and thoroughly prepared? Take into account whether: <ul style="list-style-type: none"> • The team has created a vivid narrative about the idea? • The team provides convincing arguments for their choices? • The team has made good use of the characters available? • The team has made an effort with the formalities, i.e. correct spelling, punctuation etc. 	100	Notice that you can get up to a 100 point for delivering a vivid and thoroughly prepared description. Consider how you want to use emotions, specific words, facts, surveys etc. to make your description more convincing. Read your description carefully to make sure you have expressed yourselves in a clear and precise way. Consider how to make the best use of the characters available. Proofread your description and eliminate spelling errors and typos.
Total max. points	280	

Mandatory headlines for the written description

Here you have the mandatory headlines to use when writing the idea description. The texts in *Italic* are guidelines for what to describe under each headline.

How do you use the template? Type in your description under the headlines, then delete the text written in *Italic*. Copy the description (including the headlines) and paste it into the textfield at "Min side".

You will find a word-version of the template [here](#).

Idea

Describe the problem and explain how your idea is a solution to this problem. Describe how you came up with the idea and what is new about it. Tell how you researched the market and how your idea is different from what already exists. Explain how your idea is based on your specific professional/technical knowledge. If you have already developed a business model, you can describe it here.

Value creation

Explain how and for who your idea creates value and makes a difference. Tell what kind of value the idea creates, and if the value is social, cultural and/or financial.

Target group

Explain why you chose this specific target group and why the target group has a need for your idea. Tell about the surveys and knowledge that supports your choice of target group.

Realisation

Describe the resources you need (funds, knowledge, experts etc.) to realise your idea. Explain how you have researched or tested if the idea can be realised.

Partners

Tell about your network and partners and how they have contributed to the development of the idea. Who did you talk to, what was their feedback and how did you use it? Tell what partners you need to contact in the future.