

## **Criteria for selection**

There will be a two-step selection process. In the first step, the jury selects up to 10 ideas for each category. If more than 10 proposals meet the criteria, the jury will make a pre-selection referring to the persuasiveness of the idea following equated criteria.

### **Phase 1: evaluation of the project idea**

#### **Phase 1: selection criteria**

- **Innovation, originality of the idea (10%)**

How innovative is the presented idea? Which innovative products, procedures/ services are the basis of the business idea? What is the idea's USP? What makes the idea better than the alternatives?

- **Customer use – customer value (10%)**

Who is the potential target group? Which problems will be solved or needs satisfied with that business idea? How detailed can the use be described? Which is the specific advantage of the idea compared to alternative products/ procedures/ services on the market.

- **Market potential and perspectives (10%)**

Are there real market possibilities and a target group for the idea? In how far are the market and the target group limited? Does the idea have a unique selling point? Referring to the customer perspective, what makes the idea unique? Which chances and risk do exist in this potential market and by implementing the idea? Are there direct or indirect competitors?

- **Degree of realization - practicability (7%)**

How realistic is the implementation of the idea? Is there a real chance of founding a start-up / business? How probable is the practicability? Are there additional partners necessary to realize the project idea? Will there be more developing steps necessary before the realization of the project idea?

- **Motivation and competences of the participants / teams (8%)**

What are the core competences of the participant/ team? What motivates the participants to develop and implement the project idea? Which qualifications have the participants /teams to offer and which fields are covered by the potential start-up/ business founders? Does the participant/ team have specific experience which is helpful for the ongoing process?

- **Societal challenges (5%)**

Does the idea deal with societal challenges which may cover regional, social, economical or technical areas? Is there a relation or possible integration into the field of SmUCS? Does the project idea have the potential to create jobs?

Each juror evaluates the presentations on their own and ranks the ideas. This will be the basis for the discussion and final evaluation after the presentation pitch.

### **Phase 1: evaluation of the presentation pitch**

The decision of the awarding of the best ideas in this phase is carried out based on:

- the proposal evaluated by the criteria of Phase 1 (50% weighting)
- a 5-minute pitch to the jury and 10-minute Q&A session in the Phase 2 (50% weighting)

### **Phase 2: evaluation of the online pitch**

#### **Phase 2: selection criteria**

##### **Online Pitch:**

- Presentation / media use (25%)
- Q & A (25%)
- Entrepreneur personality