

STARTUP Award Criteria

Winners are selected in accordance with the following award criteria: credibility, scalability, idea, and team. Also included in the evaluation, depending on which prize the startup is relevant to is the following criteria: Impact Maker, Beyond Academics, Game Changer and Best Traction.

Credibility

The jury will for example judge if the team seems very knowledgeable within the business area and has made good assumptions for managing risk. The business concept has been tested and verified with good results against several key players. There is also a sustainability perspective that is well presented.

Scalability

The jury will for example see if there is a clear and credible plan for how the business concept has the possibility to scale to other markets, areas of use or additional customer segments.

Idea

The jury will for example weigh in if the business idea is very clear, coherent presented and well thought out. The idea shows height of innovation and includes a commercial potential that is underpinned by strong arguments.

Team

The jury will look at if the team seems to have the required competence or a plan to obtain that competence. Further, the team shows great drive, execution and sustainable values.

Beyond Academic

Have already started to work on or has a plan on taking the idea beyond academia to a business. One of the team members need to be a student or a researcher at one of our affiliated universities.

Impact Maker

The business concept is financially, environmentally or socially sustainable. The sustainable business idea could have a great impact in their area.



Best Traction

Have a clear picture of customer or user and has been selling, have pre orders or letters of intent in an early stage. Have made the concept heard and seen with small and creative means.

Game Changer

The business model is disruptive and is proved to be sustainable on the target market.