

# Award Criteria

The competition is open for students, researchers and employees at SLU Umeå. We welcome project ideas that have not yet been developed into a commercial product or service to apply for the Innovation Award.

Please note that previous winners of this award cannot enter the competition again with the same idea (but it is fine to enter with a different idea).



**The winner is selected in accordance with the following award criteria:**

## **25% Innovation height / idea**

That the idea is new, well thought out and clearly described.

## **25% Commercial potential alt. societal benefit and scalability**

The idea can attract, retain and expand its customer base. That the idea has the potential to become an economically sustainable business.

## **25% Impact**

That the idea can positively affect society economically, socially and ecologically. How the idea relates to the UN's global goals.

## **25% Implementation potential / credibility**

Has the business idea been verified or tested against the most important users / customers? Does the team have knowledge of risks and what skills and needs the project have?

*Photo: Jenny Svernås-Gillner, SLU / Mårten Svensson*