

Award Criteria



Idea

There is a clear description of the problem, the solution, and the business model. The solution is coherent, effectively presented and well-thought-out. It includes a commercial potential that is underpinned by strong arguments.

Credibility

The team seems knowledgeable within the business area and has made good assumptions for managing risk.

Scalability

There is a clear and feasible plan to attract, retain and expand the customer base. In addition, it appears to have great global potential and/or great use in other applications or development opportunities for the business concept.

Team

The team seems to have the required competence or a plan to obtain that competence. Further, the team shows great motivation and impulsion.

Impact

The connection to the UN sustainability goals is clear, coherent, effectively presented and well-thought-out. The sustainable business idea could have a great impact on surrounding businesses and industries.