

Criteria for selection

There will be a two-phase selection process. In the first phase, the jury selects a maximum of 12 ideas for each category. Do more than 12 proposals meet the prerequisites, the jury will make a pre-selection referring to the persuasiveness of the idea following equated criteria.

1. Phase: evaluation of the project idea

1. Phase: 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 USP of the idea? 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 will be 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 direct or indirect competitors?

- **Degree of realization - practicability (10%)**

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 (10%)**

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? Do the participants / teams have specific experience which is helpful for the ongoing process?

- **Structural importance**

Does the idea deal with regional- and/or societal challenges (SmUCS, climate crises, demographic change)? Does the project idea have the potential to create jobs?

- **SmUCS relevance**

Does the project idea cover areas (societal, economical, technical) relate to the field of Smart Urban Coastal Sustainability? How does the project idea can be integrated into the field of SmUCS if the primary field differs?

2. Phase: evaluation of the presentation pitch

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

- on the basis of the proposal evaluated by the criteria of the first phase (50% weighting)
- a 5-minutes presentation pitch in front of the jury and 10-minutes question period in the second phase (50% weighting)