



Evaluation criteria and guidelines for the idea sketch

In the idea sketch you should describe your idea as concisely as possible. Besides the uniqueness of the idea and conclusive concept, the jury assesses using further criteria. These are mainly the benefit and practicability of the idea as well as the examination of the market situation. To help you to write your idea sketch, we have made a guideline. The following questions should assist you describing your idea:

1) General description of the idea - outline

- What is the essence of your idea? What is the distinguishing factor of your idea?
- What is new/unique about your idea?
- Are there first implementations? If so, what is the state of affairs of the implementation?

2) Description of the benefit

- Which problem will be solved through your idea?
- Who needs your product/service? What is your potential target group? Who are your potential customers?
- How would you describe precisely the benefit (for example financial, time saving, environmentally friendliness etc.)?
- Where is the exact advantage of your idea compared with others on the market? What is its unique selling point?

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3) Examination of the market

- Describe the market for your idea: How do you estimate the growth potential, opportunities and restrictions of the market?
- Who are your potential competitors?
- How do you assess the market situation of your idea?

4) Realisation of the idea/your own competences

- What are the predicted opportunities and risks for the implementation of your idea?
- Which steps (technical, juridical, etc.) are important for the further development? What do you likely need for the implementation (for example resources as money, contacts, grounds, partners)?
- Do you already have some ideas about funding?
- Do you have potential partners cooperating with you?
- Which divisions of the idea implementation are performed by you or your team member(s) (marketing, management etc.)? Where are the core competences/the main focus?
- Which qualifications do you have/your team member(s) have and to what extent are the experiences helpful or necessary for the further development of your idea?

Please note the following formal specifications:

- Max. 3 DIN A4 pages text + 1 DIN A4 page images/graphics/drafts
- Font size 12 / typeface Arial
- Line pitch: 1,0 with 2,5 cm margin
- Submission in pdf-format

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For participation, please fill in the registration form and upload your idea sketch by the 31th of July 2020.

You can find the registration form online: www.unikat-ideenwettbewerb.de

Alternatively, you can hand in your idea sketch via e-mail or postal mail.

You can find more information in the registration form.

Support by elaborating the idea sketch

If you need feedback to your idea or if you have questions concerning your idea sketch, you are welcome to contact the **UNIKAT-Team**.

Important: counselling or feedback for your idea sketches will not have any consequences for the results of the competition. The results will only be conducted with the final edition of your idea sketch.

Contact

For questions and support concerning the idea competition you are kindly invited to contact:

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