

Guideline to the idea outline and evaluation criteria - Idea Slam 2024

The idea outline is about describing your own founding idea as precisely as possible. In addition to a coherent overall concept, other characteristics will be included in the evaluation. These are primarily the benefits, the examination of the market situation and the feasibility of the idea. Furthermore, the sustainability aspect of the idea should be examined. This guideline is intended to help you prepare the idea outline in front of this background. The following questions serve as a support:

1. Short profile - General description of the founding idea

- What is the essence of your idea? What distinguishes the idea?
- What is new/unique about your idea?
- Have there already been initial implementations? What is the status of the implementation?

2. Presentation of the benefits

- What problem does your idea solve?
- Who needs your product/service? What is the target group? Who are the customers?
- How would you describe the benefits in detail (e. g. saving money, saving time, environmental friendliness, social added value, etc.)?
- What is the specific advantage of your idea over alternative products on the market? (USP)

3. Dealing with the market

- What does the market look like? Who would buy your idea, where and when? What is your assessment of growth opportunities and potential in the market?
- Who are your competitors/rivals?

4. Feasibility of the idea

- How do you assess the opportunities and risks of implementing your idea?
- What next steps (technical, legal, etc.) are important for your further planning? What is likely to be needed to implement your idea (e.g. resources such as personnel, capital, contacts, etc.)?
- Do you already have ideas about funding?
- Are there already potential cooperation partners?
- Which areas are covered by the idea providers (business administration, marketing, etc.)? What are the respective focal points/core competences? To what extent is the experience already gained helpful/necessary for further development?

5. Sustainability aspect of the idea

Sustainability refers to the equal consideration of the three dimensions ecological (e.g. environmentally friendly production), economic (e.g. responsible management) and social (e.g. fair working conditions along the supply chain).

- To what extent does your idea make a thematic reference to sustainability?
- Are the three dimensions of sustainability (ideally equivalent) taken into account when implementing the idea?

Please note the following formal requirements:

- Max. 3 DIN A4 pages
- Font size 10 / font Arial
- Line spacing 1.5 with 2.5 cm margins left and right
- Each team member must sign the outline by hand.
- Submission in pdf format as a scan

To participate in the competition, please fill in the application form by 13.05.2024 and upload your signed idea outline.

The registration form can be found at: www.idea-slam.de

Alternatively, it is also possible to submit the idea outline via e-mail with the subject "Idea Slam 2024 – Application Documents."

Contact

If you have any questions or require assistance with regard to the competition and the entire process, please do not hesitate to contact us:

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