

IDEA COMPETITION 2023

Rules

To participate in the Idea competition you must fill out the application scheme available for download here:

Scope of the application

The application may not exceed five A4 pages in the pre-chosen font size (calibri 10). Your idea must be described as a business model; it should be clear how the applicant expects to be able to profit on the idea. Appendices may be included for further documentation, but should be limited. We expect you to fill out the application form as detailed as possible within the given framework. It is possible that certain questions cannot be described adequately.

Who can participate?

All people with an idea within the bio-based economy (agriculture, food, bio-resources, bio-energy, and environmental technology) with a certain novelty and knowledge level. OBS: To qualify it is important that no commercial sales have been registered on this specific business idea/product/service/concept yet. Crowd funding, crow lending etc. are not considered commercial sales. Employees of FBCD A/S cannot participate in the competition.

Several people can apply together

The proposals can be submitted in cooperation with a knowledge institution, a company, etc. but the main applicant must be a person. If an application is based on research carried out with employees from another research institution or company, this must be clear in the application and everyone involved must agree who has the rights to proceed with the business idea. We encourage that any uncertainty regarding rights are cleared with the employer before submission of the proposal.

Deadline for submission of proposals is Monday 10 April 2023.

The application scheme is submitted via this link: <https://podio.com/webforms/28418880/2265005>.

Food & Bio Cluster Denmark is responsible for ensuring that submitted projects are treated confidentially and stored properly. All participants will be notified when their project has been received and registered.

Evaluation criteria

All received proposals are evaluated based on:

TOPICALITY

Is your idea relevant to the bio-based economy (agriculture, food, bio-resources, bio-energy, and environmental technology)? To what extent does the project address a current issue within these industries?

TECHNOLOGICAL AND KNOWLEDGE BASED NEWS VALUE

Is it new knowledge and/or new technology? Is it activities that, based on new knowledge, develop new opportunities that create value when utilised?

BUSINESS POTENTIAL

Is there a potential market for the activities and how is the prospect for this? Is it possible to position yourself in the market in relation to existing and future competitors?

CAN IT BE REALISED?

Is it realistic to commercialise the idea both technically and economically within a viable time frame?

Evaluation

Assessment of the submitted proposals takes place in 2 steps. First, a judging committee, consisting of representatives from the sponsors, assesses all submitted proposals. The members of the judging committee have a duty of confidentiality regarding the content of the project proposals. The judging committee can seek professional assistance from external experts who sign a non-disclosure agreement. On the basis of the assessments, the judging committee nominates 8 cases for pitch, 2 suitable for each strategic benchmark cf. Food & Bio Denmark's strategy, also indicated below:

- To provide sustainable food that is tasty, healthy and safe to a growing world population
- To provide solutions for sustainable production and efficient utilization of bioresources at the highest possible value
- To ensure a sustainable green transformation of the cluster towards climate neutrality
- To take advantage of the opportunities in technology development within e.g. biotech, digitization and automation in full

The winner will be found at Food & Bio Cluster Denmark's Members day on 26 April 2023, where the audience will nominate the 4 winners after hearing their pitches – 1 in relation to each strategic benchmark.

Mark your calendar now so that the day is free if the application is selected as one of the 8 finalists who are invited to pitch. You will be notified whether you are one of the selected approx. two weeks before the selection event. Participation in the pitch on the anniversary is a requirement to be able to win the competition.

Prize

4 prizes of DKK 25,000 each will be awarded. The prizes are personal and will be paid out regardless of the further course of commercialization of the business idea. The profit must be taxed.

The 4 winners will also be offered three months' free stay in one of our innovation environments in Viborg (Agro Business Park, Tjele), Aarhus (Agro Food Park, Skejby) or Copenhagen (Copenhagen Agrifood Incubator, Symbion). During the free stay, we offer sparring and guidance on your business plan, contacts via our network and useful input in relation to obtaining additional funding elsewhere.

Further information

The Idea competition 2023 handled by employees of FBCD A/S, who will be able to answer questions in relation to the competition.

Please contact:

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