

Quarter-final (Nordic Division) for

The Yellow Crane Cup·2019

China Optics Valley 3551-International Entrepreneurship Competition

Geography:

Participants must be based in **Scandinavia** and/or the **Baltic Countries**.

Participants:

High-level **entrepreneurial teams** or **individuals** with innovative achievements and business plans

Enterprises established after January 1, 2016 with annual income not exceeding RMB 30 million.

Topics:

- **Optoelectronics**
- **Biology and medicine**
- **Environmental protection**
- **Circular bio-economy** (e.g. environmental protection, energy conservation and green energy production)
- **Integrated circuits and semiconductor display**
- **High-end equipment manufacturing** is characterized by innovative knowledge and use of intensive technology, reflecting the intersection and integration of high-level, sophisticated and advanced technologies in multiple disciplines and fields with high added value (e.g. aviation equipment, satellite applications, marine engineering equipment modern food development and production etc.)
- **High-tech services projects** refer to projects with high knowledge intensity, relying on emerging technologies and professional innovative experience, including for example products for the financial industry (e.g. banking, auditing, insurance, etc.); information and communication services (e.g. telecom, information transmission services, computer services, software development); technology services (research and experimental development, technical services, engineering; planning management, promotion of service industry etc.); and business service (legal services, consulting etc.)
- **Digitalization** are projects in which the digital technology is widely used and thus brings fundamental changes in the overall economic environment and economic activities. Its essence is information, to transform and upgrade traditional industries such as agriculture -, production - and service industries with information technology

Level:

Participating projects must be **highly innovative** and with **great potential** - preferably already demonstrated

Ownership:

Products, technologies or related **patents (IPR)** of the participating projects must **belong** to the **participants**, and there is no ongoing dispute over property rights.

Participants:

Must be the **persons in charge** of the team/project, or the **major shareholders** (controlling min. 30% of the shares) in an established company.

Winning participants can **only** participate in the 3551 Optical Valley Talent Plan for **two consecutive years**.

Prizes:**Final in Wuhan:**

No.	Competition Level	No. of Awards	Size (RMB)
1	Final first prize	1	1,000,000
2	Final second prize	2	500,000
3	Final third prize	5	200,000

Nordic Division Final in Aarhus:

No.	Competition Level	No. of Awards	Size (DKK)
1	Nordic Division first prize	1	50.000
2	Nordic Division second prize	1	25.000
3	Nordic Division third prize	1	10.000

(These three projects are automatically qualified for the Semifinal in Wuhan, China)

Procedures:

For the **Nordic Division Final**:

Each of the participating contributions will make a **poster presentation** (the size will be published later) of their project. These posters will be presented in the in the Lake Auditorium, Aarhus University during the day of the Nordic Division Final.

Each of the participating contributions have **10 minutes** to **present their project** in the most optimal way **as a PPT-presentation** in front of the three referees.

The projects will be evaluated according to the following guidelines:

- 1. Management Experience**

What skills and experience do the team have to grow the business and is it flexible/willing to work with industry and research?

- 2. Level of Innovation**

How is the technology or product solutions developed, how strong is the technology (state-of-the-art) and how advanced compared to the competitors?

- 3. Market Potential**

How mature, attractive and strong is the product compared to the business model/market idea?

- 4. Market Strategy and Competitive Position**

Is there a clear and competitive “go to market”-strategy in comparison with competitors?

- 5. Presentation Quality (both poster – and PPT-presentation)**

Are they professional, clear, balanced and convincing?