# ENDORSE project – Hackathon

The hackathon will be organised on April 23, 2024. The participants will be grouped in teams of 3 students. The event is aimed at designing business models that are in line with chosen regional specialisations. Prepared business models are going to be pitched in front of a local jury.

**Assessment criteria:**

- **Completeness:** the pitched business model covers all required dimensions
  5: all the segments of the business model canvas are completed in a coherent and comprehensive way
  3: all the segments of the business model canvas are completed, although some inconsistencies and inaccuracies can be detected
  1: some elements of the business model canvas are missing, although a general idea behind the value proposition is communicated
  0: it is not possible to capture even a general idea behind the value proposition

- **Originality:** the pitched business model provides an original value proposition
  5: the value proposition is both coherent (matches are created between: (1) jobs – products/services; (2) pains – pain relievers; (3) gains – gain creators) and original, displaying significant novelty
  3: the value proposition is coherent (matches are created between: (1) jobs – products/services; (2) pains – pain relievers; (3) gains – gain creators) but has limited or no originality / novelty
  1: the value proposition has limited coherence (matches are not created in all spheres: (1) jobs – products/services; (2) pains – pain relievers; (3) gains – gain creators)
  0: the value proposition lacks coherence altogether

- **Feasibility - scalability:** possibilities of growing the business.
  3: the business model is easily scalable
  2: the business model is relatively easily scalable
  1: the business model has limited potential for scalability
  0: the business model has no or marginal potential for scalability

- **Feasibility – recurring revenues:** possibilities of generating recurring revenues from a single sale (i.e. subscriptions).
  3: the business model allows for significant recurring revenues
  2: the business model allows for major recurring revenues
  1: the business model allows for limited recurring revenues
  0: the business model does not allow for recurring revenues

- **Feasibility – earning before spending:** possibilities of creating favourable relationship between flows of revenues (before) and costs (after).
  3: the business model creates significant possibilities of earning before spending
  2: the business model creates major possibilities of earning before spending
  1: the business model creates limited possibilities of earning before spending
  0: the business model does not create possibilities for earning before spending

- **Feasibility – protection from competition:** possibilities of creating lasting protection from competition's offer.
  3: the business model creates significant possibilities of protection from competition
  2: the business model creates major possibilities of protection from competition
  1: the business model creates limited possibilities of protection from competition
  0: the business model does not create possibilities for protection from competition

- **Feasibility – novel cost structure:** possibilities of implementing a novel cost structure.
  3: the business model goes beyond cutting costs and creates value based on a novel cost structure
  2: the business model goes beyond cutting costs and creates value based on a relatively novel cost structure
  1: the business model is limited to cutting costs and creates value based on a traditional cost structure
  0: the business model does not offer an advantage in terms of cutting costs

- **Coherence with regional specificity:** the degree to which the business model fits to regional specialisations.
  3: the business model fits perfectly to at least one regional specialisation
  2: the business model fits closely to at least one regional specialisation
  1: the business model fits somewhat to at least one regional specialisation
  0: the business model does not fit to any of the regional specialisations