



Judging Criteria

The winners of CBC will be entrepreneurs that:

- show a high level of **creativity, and**
- present a business concept with great **market potential**

Creativity: Creative competencies must be crucial for the success of the business idea.

High marks are given to businesses that:

- Innovate in terms of their product or service, social relations, customer approach, markets or other areas
- Change the value chains of the creative industries or use creative competencies to change the value chains in other industries
- Rely on creative skills as a key to the success of the business
- Engage customers or others in creative processes

Lower marks are given to:

- A new take on a well-known idea.
- Ideas that follow the rules of the market rather than make them.
- Business concepts in which creative skills are peripheral to the success of the business

Market potential: The business concept must entail a high level of market potential.

High marks are given to businesses that:

- Are or can be a good investment
- Are scalable
- Show unique value propositions and are difficult to copy
- Generate new needs and new markets
- Present a strong overview of the existing market situation
- Demonstrate the presence of financial and strategic flair within the team, thereby combining creative skills with business skills
- Present a good understanding of risks and possibilities
- Address relevant issues regarding intellectual property rights



Creative Business Cup

Lower marks are given to businesses that:

- Do not show potential in terms of scalability or growth
- Present an idea which can be easily copied by competitors
- Lack the right mix of business skills and creative skills
- Have unrealistic expectations
- Have not considered how to handle intellectual property rights issues