



Manual for Energy2B Experts

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INTRODUCTION

Energy2B is an innovation stimulating initiative that targets students and encourages them to turn energy innovation ideas into reality. An important part of Energy2B is its online platform, which can be found here: <http://www.Energy2B.eu>.

One of the service lines of Energy2B is the so-called Energy2B Competition. This is an online competition for students regarding energy-related ideas with added value and possible business potential. The Energy2B Competition consists of four phases:

- *Round 1 with low barriers for students to enter energy-related ideas*
- *Round 2 with more attention for idea details and related explanations*
- *Bootcamp Round for students training them to approach their energy-related idea from an entrepreneurial and business planning perspective*
- *European Round for those students who passed the Bootcamp Round successfully*

The Energy2B Competition can be found here:

<http://sheffield.energy2b.eu/competition>

HOW TO JOIN ENERGY2B AS AN EXPERT?

Energy2B would like to use the knowledge and expertise of different kinds of experts to support students during especially Round 1 and Round 2. Feel free to contact us if you have the time and ambition to support and help our students. For contact details: see the end of this document.

Energy2B will analyse its experts' needs in relation with your willingness to be involved. Have in mind that your expert role is a voluntary job. In case you are willing to become an Energy2B expert, we would like to receive information to generate an expert profile of you on the Energy2B website:

- *Name (including titles) and contact details*
- *Short bio describing your background and expertise and added value as being an Energy2B expert*
- *Acceptance of the Energy2B non-disclosure*

Next, Energy2B will generate for you a public user profile and login details to use the Energy2B website as an expert. As from now you are also able to edit your own public profile. A non-disclosure agreement will protect the intellectual property rights of incoming ideas during the competition.

WHEN DO WE NEED YOUR SUPPORT AS AN EXPERT?

Several times per year the Energy2B Competition will be active. This will be shown on the Energy2B website. During each competition round we will contact you in order to ask if you are available to evaluate entries from students. In case of availability, we will assign to you student entries that are to be evaluated. You will receive the necessary email notifications about this assignment process. Next step for you is to login and go to the Energy2B Competition section. Here you will find a list of student entries we would like you to evaluate. The login page of the Energy2B website can be found here:

<http://www.energy2b.eu/login>

ENERGY2B EU PROJECT INFO PARTNERS DOCUMENTATION PRESS AND MEDIA

LOGIN
Use your e-mailaddress and password to log in!

OR REGISTER
Not registered yet? Come on, it's free!

98 PARTICIPATING STUDENTS

Energy2B / Login

E-mailaddress:

Password:

Stay logged in on this computer

• Not registered yet? [Register now!](#)

• Forgot your password? [Reset your password here](#)

TURNING IDEAS INTO REALITY

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HOW TO EVALUATE IDEAS DURING ROUND 1?

Round 1 of the Energy2B Competition offers low barriers for students to participate. Students are not only encouraged to submit ideas that should directly lead to a company. In general we would like to invite students to submit any idea as long as it has a relationship with sustainability, energy saving or renewable energy. In principle the idea can be a product, a service, a project, an organisation or even a policy. During Round 1 students will fill out a form consisting of two main questions:

Describe your innovation

What is your idea? Can you indicate if your idea leads to a project, a product or a service? Is your idea related to energy saving, energy efficiency, renewable energy, or another eco/green concept? Describe your idea in no more than 250 words.

Describe the added value of your innovation

What added value does your idea provide? Is it a project that helps save energy at the university or is it a new business idea based on a clean technology? Describe the true value of your idea and explain why it is feasible in less than 500 words.

We would like you to evaluate the answers on those two questions. Important criteria are the answers related to the above-mentioned sub-questions. First, you should give each answer a mark based on the following scale: 1 (very poor) till 5 (very good). Secondly, you are requested to give feedback on the particular answers and in general. Thirdly, you are asked to indicate if the student may join Round 2 of the Energy2B Competition. Although Round 1 is for any type of idea, Round 2 will be more focussed on those ideas that have potential to become a business activity. Please, have this in mind when you give a pass / no-pass indication for the Round 1 entries.

HOW TO EVALUATE IDEAS DURING ROUND 2?

In principle, only students who passed Round 1 successfully are invited to join Round 2 (see above). During this next round, Energy2B would like to stimulate students to approach their innovation from a business perspective. During Round 2, students will fill out an online form consisting of the following six questions:

Describe your innovation

What makes your idea unique? Describe the innovation offered by your idea.

Describe the added value of your innovation

What does your idea provide to the user / customer / client? What benefits would he / she get, why is it so, and how do you intend to deliver it? Present a clear pitch or elevator speech containing all the essentials of your idea in as few words as possible.

Describe the market for your innovation

Which customers in which markets are you targeting and why? What is the size of your target market and how large a fraction can you get of this market? Which competition should you look out for and why? Which trends do you see? Is the market growing or not? Give a clear picture of the target market.

Describe the financial aspects of exploiting your innovation

What are the costs of the project or the production costs of product/service that is the core of your idea? What is the economical upside? What is your capital need and your expected revenues? Provide a budget with incomes and expenses for your idea for both establishment and operation in future years.

Describe the organisation

What are the technical, management and inter-personal skills needed to produce your prototype / product / service / project? How will you provide the required skills? Describe the skills needed, the involved people and their experience and explain why the team is able to create a successful execution.

Describe the operational execution to exploit the innovation

Knowing the current state of technical development of your innovation and the challenges you face, what actions do you need to take, how will you execute them and what will be the effects? Present an execution plan with clear tasks, milestones and deliverables.

We would like you to evaluate the answers on those six main questions and related sub-questions by giving marks and specific and/or general feedback. Next, indicate whether or not the student proposing the innovation and related business concept may participate in the next round: the Energy2B Bootcamp. During this Energy2B Bootcamp Round, students receive personal and highly professional training to sharpen their entrepreneurial mindset, to workout business plans and to learn how to pitch their business concept.

CONTACT DETAILS

In case of questions or remarks regarding the concept of Energy2B, the Energy2B Competition concept or your (potential) involvement in evaluating student's entries, please contact us:

[Email: energy2b_coordinator@sheffield.ac.uk](mailto:energy2b_coordinator@sheffield.ac.uk)

<http://sheffield.energy2b.eu/contact>