

Case Study: Postcode Lotteries Green Challenge 2019

The client:

The Postcode Lotteries Green Challenge is one of the world's largest competitions in the field of sustainable entrepreneurship. Green start-ups from all over the world can submit their promising sustainable business plans. The winner will receive €500,000 to further develop the product or service, and to bring it to market. The runner-up will receive €200,000 and the three other finalists receive €100,000 each.

The Dutch Postcode Lottery started the competition in 2007, after being inspired by president Clinton to look for those dedicated entrepreneurs with brilliant green business plans.

The request (problems in 2018):

Since 2007, the challenge became more and more popular all over the world. In 2018: the challenge reached a record of 845 entrants, all searching and waiting to be nominated. The pre-jury had to read all the 845 business plans and used a different selection tool that enabled them to go through all entrants. This led to several problems:

- The number of entrants exceeded the expectations and created **enormous pressure on the jury** to make their nominations in time;
- Participants could upload their plan in PDF, had to follow certain rules, but there was **no standard format** which makes comparisons hard;
- The jury had **no opportunity to search in the database** of entrants. Whenever they encountered a similar idea (f.e. solar panels) they could not find previous entrants, information and feedback;
- The jury were forced to give all the answers in the assessment form, there were **no shortcuts**.

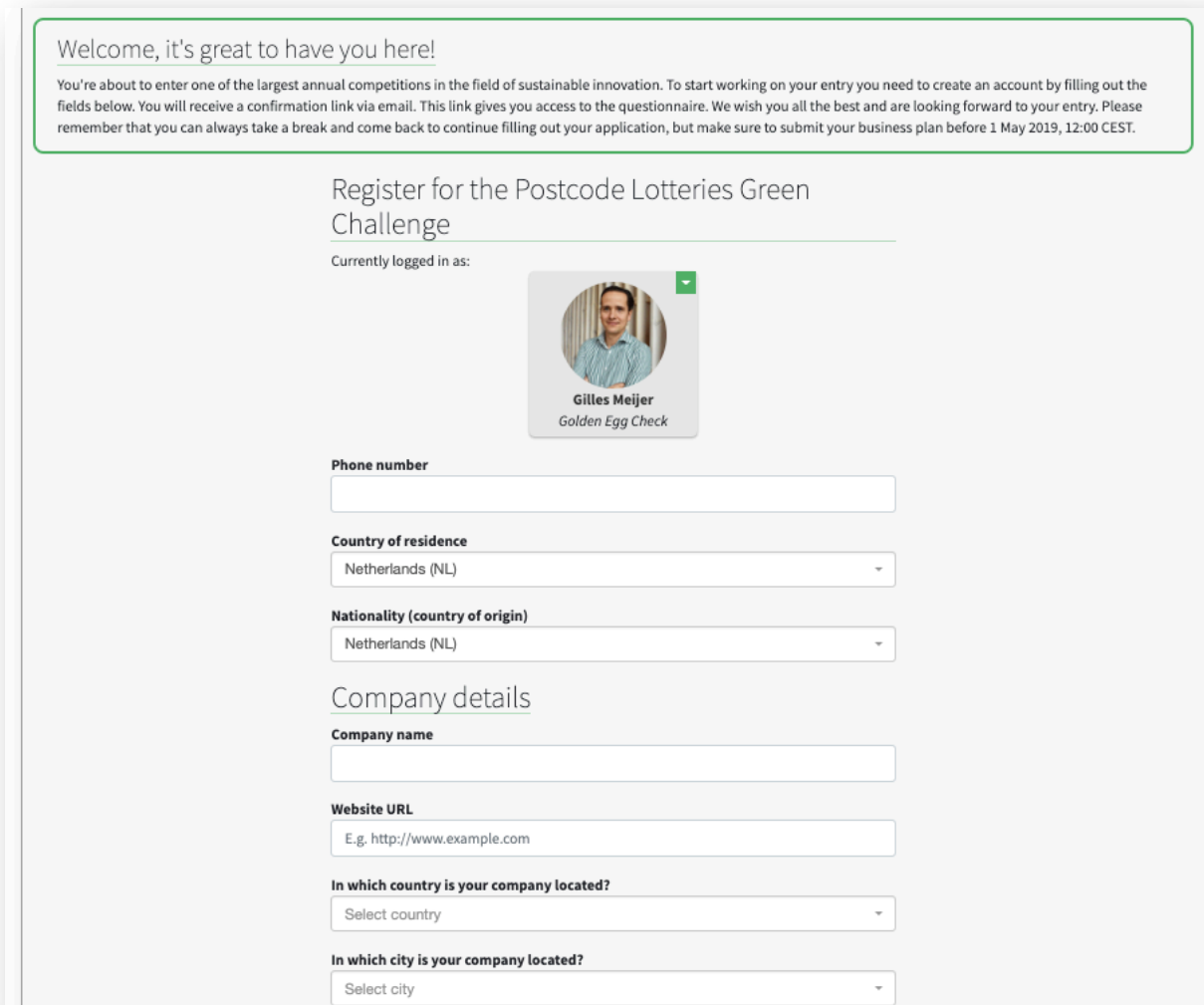


The solution in 2019: Golden Egg Check

Postcode Lotteries asked Golden Egg Check to provide software and support to a challenge that keep breaking records every year. In 2019, **participants** made use of white labeled Golden Egg Check software to create their business plan. They had to take two steps:

1. **Register** by giving contact and company details

Via the main website greenchallenge.info interested startups could click on join the competition and they were linked to the registration form (hosted by us). Below you find a snapshot of the form:




Welcome, it's great to have you here!

You're about to enter one of the largest annual competitions in the field of sustainable innovation. To start working on your entry you need to create an account by filling out the fields below. You will receive a confirmation link via email. This link gives you access to the questionnaire. We wish you all the best and are looking forward to your entry. Please remember that you can always take a break and come back to continue filling out your application, but make sure to submit your business plan before 1 May 2019, 12:00 CEST.

Register for the Postcode Lotteries Green Challenge

Currently logged in as:



Gilles Meijer
Golden Egg Check

Phone number

Country of residence

Netherlands (NL) ▼

Nationality (country of origin)

Netherlands (NL) ▼

Company details

Company name

Website URL

E.g. <http://www.example.com>

In which country is your company located?



Select country ▼



In which city is your company located?




Select city ▼


2. **Finish their application** in the platform

After registration, participants received an invite to join the platform. Here they had time to complete their application form, consisting of information like: the pitch, problem – solution, market, financials and specific questions for the challenge. Below some snapshots of the information the participants had to provide:



The green foodtruck



Dashboard
Members
Overview
Pitch
Team
Market
Financials
Impact of prize money
Jury

Edit

Problem description

Slechts een kwart van de bevolking haalt de richtlijnen voor gezonde voeding, luidt de conclusie van het Centraal Bureau voor de Statistiek (CBS) en het Rijksinstituut voor Volksgezondheid en Milieu (RIVM) in een deze week gepubliceerd onderzoek.

Terwijl op diverse social media het promoten van een gezonde leefstijl aan populariteit wint, blijkt uit het onderzoek dat we nog steeds in gewicht toenemen. Terwijl in 1981 één op de drie Nederlanders te zwaar was, is dit inmiddels gestegen naar bijna de helft van de bevolking.

Dat voeding van grote invloed is op het gewicht is bij ieder bekend, maar hoe groot de impact van voeding op het lichaam is wordt langzaam maar steeds duidelijker. Meer en meer studies laten de relatie tussen eetpatroon (hoogde) gezondheidsrisico's zien. En

Offered solution

Gezond eten – kies voor producten dicht bij de natuur


De meeste producten die we in de supermarkt vinden zijn bewerkt door de voedselindustrie. Nu is dat soort voedsel geen probleem voor 'af en toe', maar als je alleen maar bewerkte producten binnenkrijgt is dat niet gezond. Wil je gezond eten? Kies dan voor producten die zo dicht mogelijk bij de natuur staan.

Nee, je hoeft echt niet langs bij de plaatselijke boerderij om gezond te eten. In de supermarkt kun je ook kiezen tussen bewerkte en meer gezonde onbewerkte producten of bijvoorbeeld verse en verpakte groenten.



USP

- Duurzaam
- Waardecreatie
- Gezondere mensen, gezondere wereld

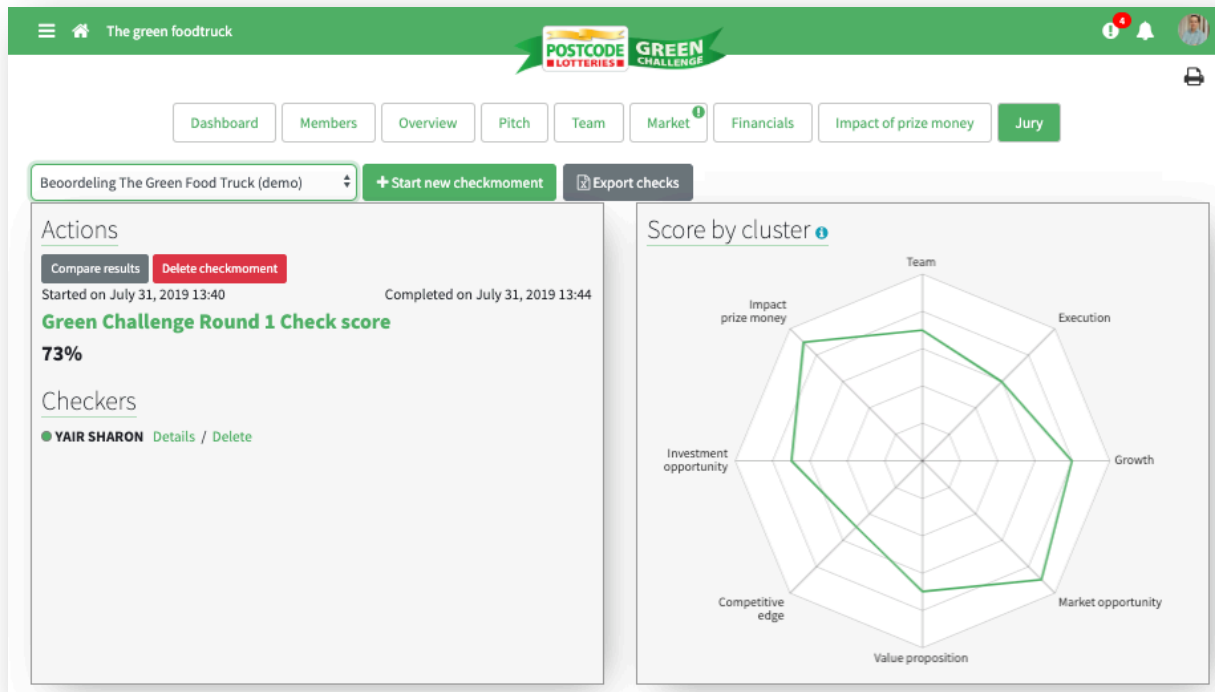
Pitch video



Green Food Truck
Later bekijken
Delen

The **jury** – divided over 5 regional communities – got invited to do assessments on a group of startups. The jury button appeared after the application deadline and is visible for the jury members and admins of the challenge. The participants cannot see any details of the jury process, but it is great to do this in one platform with standard formatted plans.



We made **the life of the jury member easier** by giving him or her the opportunity to:

- Reject an application with one click (automatic rejection, low score);
- Search and filter in previous plans on different variables (topic, region, sector, keywords)
- Make multiple check rounds to first separate the wheat from the chaff

Nonetheless, the jury members were still forced to think **independently**. Results of other jury members were only visible after publishing your own results.

The result: record-breaking edition while running a smooth process

Record-breaking number of 1,167 green start-ups in the running for €500,000

02 May 2019



Yesterday at 12:00 CEST the entry period of the Postcode Lotteries Green Challenge closed. In total, 1,167 green start-ups submitted their business plan before the deadline and entered this year's edition.

(Way) more entries, way better process. That is the summary of Green Challenge 2019 edition. Quote from the head of the jury: “We are very satisfied! It was a huge **relief** working in a system that enables you to do your work in a stressful period.”