KA220YOU ECO INNOVATORS
Next-Gen Sustainability through Science and Innovation
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GREENLINK HUB · APPLY · BUSINESS TOOLS

Mini Green Business Model Card & Pitch Rubric

Two tools for the step from prototype to pitch: a five-box business model that fits on one page, a marketplace game to test it, and the rubric the LTT3 jury used — so that teams know in advance how they will be judged.

AGE GROUP	TIME	GROUP SIZE	USE WITH
15+	20 + 50 min	Teams of 4–6	Any prototype

01 Mini Green Business Model Card

Fill each box with post-its in 20 minutes. Keep it short: if it does not fit in the box, it is not clear yet.

Customer
Who would use or pay for this? Be specific: 'secondary schools in Balıkesir', not 'everyone'.

Problem
What problem does the customer have — in their words?

Solution
Your prototype in one sentence. What changes for the customer?

How it sustains itself
Sale, subscription, sponsorship, public funding, volunteers? Who pays and why?

First three steps
What would you do next Monday, next month, in three months?

OPENING LINE OF YOUR PITCH

Complete: "Every year, ___ (a real, sourced figure). We built ___ so that ___ can ___."

02 Green Enterprise Marketplace — a game to test the card

Step	What happens	Time
Set-up	Half of the teams stay at their tables as **entrepreneurs**; the other half are **investors** with 1,000 € of play money each.	2 min
Rounds	Investors visit entrepreneur tables: 2 minutes of pitch, 4 minutes of questions. After three visits investors place their money.	20 min
Switch	Roles change and the rounds are repeated.	20 min
Debrief	Count the money. Each team shares **the hardest question** it was asked — that is what to fix before the real pitch.	8 min

03 Pitch and prototype rubric (100 points)

Hand out on paper the day before the presentations. Written for beginners: it asks whether the prototype works and rests on real data, not how technically advanced it is.

Criterion	Weight	1–2 · Weak	3 · Fair	4 · Good	5 · Excellent
Working product	25%	Does not open or cannot be used	Opens, but not usable from start to end	Usable from start to end; data changes something	Smooth; the live change can be demonstrated on the spot
Sustainability impact	25%	Vague link to the environment, no numbers	Problem defined, no figure or source	Sourced figures, partly reflected in the scoring	Three sourced figures drive the score; users learn real magnitudes
Creativity	20%	Copy of something well known	Familiar idea with a small original twist	Original mechanic or unexpected use of data	Idea and use of data both original; a link the jury has not seen
Pitch and live demo	15%	Over time, demo failed, unclear	On time but scattered; demo partly worked	Clear structure, working demo, on time	Fluent and convincing; flawless demo; clear answers; every member speaks
Teamwork	15%	One person did the work	Roles exist but the load is uneven	Everyone contributed; clear roles	Balanced, visible contributions from all; written roles; shared decisions

Award categories so that every team is recognised: Overall Winner · Best Technical Implementation · Strongest Environmental Impact · Best Presentation · Best Collaboration · Jury Special Award.

FIT WITH THE SUSTAINABLE PRODUCT TOOLKIT

These tools cover the step after product design — testing the idea as a small enterprise and pitching it. Use them together with the Toolkit's life-cycle and product checklists.

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