



Brewhouse
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Evaluation Criteria for The Brewhouse Award 2019

- How well does the contestant describe the innovation/idea?
- How well does the contestant describe the target group?
- How innovative and/or unique do you find the innovation/idea to be?
- How much interest do you think there is or will be for the innovation/idea on the market?
- What potential for sustainable economic growth does the innovation/idea have?
- What potential for sustainable social growth does the innovation/idea have?
- What competition do you think the innovation/idea will meet on the market?
- Do you think the innovation/idea is right in time?
- How realistic is the innovation/idea?