- The presentation may have a maximum of 8 slides (including title slide and literature).
- Additional materials (videos, website URLs, MVPs) can optionally be uploaded via the portal.
- During the development, attention must be paid to scientific standards and sources must be substantiated.
- The citation methodology is freely selectable, but must be applied uniformly.
- AI tools (e.g. ChatGPT) can support ideation and elaboration.
- AI-generated content must be critically questioned and checked for traceability and verifiability.
- The focus in the qualification phase is explicitly on the idea.

Evaluation criteria of the jury

Social relevance
- To what extent does the idea solve the social problem described in the use case?
- How big is the potential positive impact?

Future viability and innovative strength
- Does the idea take into account future developments, challenges or technological trends?
- Does the idea have the potential to be effective in the long term
- What is the innovative core?

Feasibility
- Is the idea based on realistic assumptions?
- Are the framework conditions (technical, legal, organizational) basically available or achievable?
- Is it feasible in the short or medium term?

Multi-perspectivity
- Were different professional perspectives (e.g. technology, ethics, law, economics, ecology) included?
- Were conflicting goals or tensions between perspectives reflected?
- Is there a well-thought-out balance between opportunities and risks?

Social inclusion
- Does the idea contribute to opportunity-oriented digital futures for society?
- Were different target groups taken into account during the conception (e.g. with a diversity approach)?
- Does the idea promote access, participation and inclusion (e.g. through barrier-free design, linguistic simplicity or fair distribution)?

Overall impression & impact of the idea
- Is the idea presented in an appealing, comprehensible and convincing way?
- Does the idea reflect a responsible, opportunity-oriented approach to digitalization?
- Is there a clear and viable solution?