

Annex 1 – Requirements and user stories

The operator must answer the requirements and user stories listed in this annex and the technical requirements listed in annex 2. The solution description must relate explicitly to the different requirements and user stories.

A user story explains the needs of the different users in Startup Denmark. This includes applicants, members of the expert panel and secretariat. Some of the user stories have related acceptance criteria (appear in bullet point form under the specific user story). User stories and acceptance criteria need to be answered in a way where it explicitly appears which problem solving that corresponds to the specific user story.

Overall requirements

The deliverable must fulfil the following overall requirements:

- All digital products such as services and modules must comply with Web Content Accessibility Guidelines (WCAG) 2.0 level AA <https://www.w3.org/TR/WCAG20/>
- All data handling must comply with Danish legislation (<https://www.datatilsynet.dk/media/6894/danish-data-protection-act.pdf>) and EU legislation (<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679&from=EN>).

By submission of the deliverable the operator guarantees the fulfilment of the overall requirements.

Requirements regarding application programming interface

The technical requirements for the application programming interface (API) between the service of secretariat in the Danish Business Authority and the service of the operator are defined in annex 2.

Requirements regarding application module

An application module must be applied and integrated to the web portal hosted by the secretariat (www.startupdenmark.info). The application module must contain the questions below. Questions marked with * are mandatory questions for applications to Startup Denmark. The Danish Business Authority may request that the questions in the application module are changed or additional questions added.

- What is your start-up name?*
- Give us your high-level pitch, in seven words or less.* [Limitation: 7 words]
- Describe your business in 350 words or less.* [Limitation: 350 words]
- Which type of product are you selling?*[Service | Software/Web/Mobile App | Physical Product | Other] [Limitation: select 1]
 - If other, please specify:

- When did you start this project?*
- Which development stage is your product in?* [Concept/Idea | Prototype/MVP | Beta | Live]
- If you don't have an MVP yet, how far are you from having one?* [We already due | 3 months or less | 6 months or less | 1 year or less | 2 year or less | 24+ months]
- Which funding stage are you in?* [Bootstrapped/No funding | Seed-funded | Venture-funded (Series A+)]
- If you have revenue, roughly how much in the past 12 months?* [Less than \$ 10,000 | \$10-50k | \$50-250k | \$250k-1mk | More than \$1m]
- How many people are working on this startup (including founders and full-time/part-time employees, but not contractors)?*
- How many people are part of the founding team (owners)?*
- If you have any members who are not part of this application, please specify their name and nationality
- Who are your main competitors?* [Limitation: 150 words]
- Which fields is your startup involved in?* [Agriculture, hunt, forestry and fishery | Extraction of raw material | Manufacturing | Electricity, gas and district heating supply | Water supply, waste water management, waste separation and soil and water purification | Construction | Wholesale | Retail | Transportation | Information and communication | Finance and insurance | Property | Education | Health | Culture, amusement and sport | Service | Other]
 - If other, please specify:
- Who are your customers?* [Consumers | Startups | SMEs | Corporations | Governments | Educational Institutions | NGOs]
- Please give us more details on your customers* [Limitation: 150 words]
- Do you have a product or pitch video? If so, please share the link
- Why do you want to establish your business in Denmark?* [Limitation: 200 words]
- Have you previously applied to Startup Denmark? [Yes/No]
- If your application is approved, do you accept that the Startup Denmark Secretariat shares your application with other public or semipublic entities in order to introduce you to the Danish business development system and interesting business opportunities in Denmark? [Yes/No] (Corresponds to the path “applicants []contactAllowed” with the description “Whether or not the applicant is allowed to be contacted” in Annex 2, section 4.1)

Personal information pr. applicant

- Name*
- Email address*
- What's your date of birth?* [Date format: year-month-day | xxxx-xx-xx]
- What's your gender?* [Male | Female | Other]
- What's your role in the business?* [Limitation: 50 words]

- What is the highest level of education you have achieved/completed?* [Choose a level from a list corresponding to ISCED 2011, i.e. Primary education, Lower secondary education etc.]
- What year/date did you complete this education?* [Date format: year-month-day | xxxx-xx-xx]
- How many startups have you worked with before this project, either as a founder or employee?*
- How many startups have you founded yourself before this project?*
- Do you have relevant job experience in the field of your new business? Please state company and position.* [Limitation: 100 words]
- Address* [Limitation: 50 words]
- Country* [Choose one from a list of countries corresponding to ISO-3166-1 alpha 2 country codes]
- Nationality* [Choose one from a list of countries corresponding to ISO-3166-1 alpha 2 country codes]
- Company ownership percentage* [Choose a number between 1 and 100]

User stories

Startup Denmark applicants

The different user stories regarding the application module and the user experience for a Startup Denmark applicant are described below:

- As an applicant I can create an account with my email address from which I can login to apply to Startup Denmark.
- As an applicant I can choose to receive a new password, if I have forgotten my existing password.
 - The new password must be forwarded to the email address related to the account.
 - It must be possible to change a password from the account.
- As an applicant I can answer the questions in the application module and upload a mandatory appendix related to my application.
 - It must be possible to upload the following documents: PDF, PPT, Word and Image Files.
 - Only files less than 10 MB can be uploaded.
- As an applicant I can apply as a single person or as a team with two or three persons.
 - If an application consists of more than one person, it must be possible to add up to two additional persons to the application.
 - One person must be registered as “Team lead” and additional applicants must be registered as “Team member(s)”.
 - When applying as a team with two or three persons, it must be possible to fill out personal information about all applicants in the application module.

- An application can also include EU-citizens.
- As an applicant I can save my application before submitting, log off, and when logging in again I can continue with my application.
- As an applicant I can submit my application when I have answered all mandatory questions and uploaded an appendix to my application.
 - An application must be pushed to the secretariat, cf. annex 2 section 4.1-4.3.
- As an applicant I receive a confirmation email when I have submitted my application.
- As an applicant I can resubmit my application after submission so that I can improve my application.
 - If an application is unsubmitted, the operator must inform the secretariat about this, cf. annex 2 section 4.4.
 - The applicant must be warned about the fact that if resubmitting, the application uploaded in the first place will not be evaluated by the expert panel.
 - If the applicant submits a new application, the new application will be processed in line with all other applications according to time of submission.
- As an applicant I can submit a new application from my account after having submitted one or more applications.
- As an applicant I can delete my account.

The Startup Denmark expert panel

The operator must plan evaluation rounds in cooperation with the secretariat. The operator must support the secretariat in ensuring a guiding casework time no longer than six weeks from the submission date until an applicant receives a decision. This includes making an overview of evaluation rounds for minimum half a year at a time and at least three months ahead. Normally an evaluation round runs for 2 weeks where a round consisting of 10-20 applications is evaluated by the panel members in charge. However, it must be possible to adjust the duration of an evaluation round and number of applications if deemed necessary by the secretariat to minimise the casework time, i.e. in case of fluctuations in the flow of submitted applications. The number of expert groups and panel members can vary over time. The operator must serve all experts individually, including setting up accounts, introduction to the evaluation system and secure the accomplishment of evaluations by the experts. The secretariat is responsible for ensuring a sufficient number of experts being available to evaluate applications.

The different user stories regarding the dashboard and the user experience for a member of the expert panel are described below:

- As an expert I can create an account with my email address from which I can log in to evaluate applications appointed to my account.
- As an expert I can access a dashboard from where I can evaluate applications assigned to my account.
- As an expert I can choose to receive a new password, if I have forgotten my existing password.
 - The new password must be forwarded to the email address related to the account.
 - It must be possible to change a password from the account.

- As an expert I get access to a round with applications on the first day of a new evaluation round so that I can start evaluating the applications.
 - It must be possible to reach all the applications including business plans in the respective round to evaluate them.
- As an expert I can access an overview over previous and pending round(s).
 - The dashboard must be compatible with a computer, a tablet and a smartphone by means of a responsive design that renders well on the various devices.
 - The expert must have access to an overview of applications and business plans in a respective round.
- As an expert I can evaluate applications from the dashboard and submit my evaluations.
 - It must be possible to access an application and the uploaded appendix from the dashboard.
 - It must be possible to evaluate the application according to the evaluation criteria and scores.
 - For every criterion it must be possible to score the application with the following scores: 1, 2, 3, 4, and 5.
 - The following criteria have to be evaluated for every application:
 - How innovative is the business model?
 - How attractive is the market?
 - How capable is the applicant or team?
 - How scalable is the business model?
 - Can this start-up be recommended for Startup Denmark?
 - Changes in the evaluation criteria may occur.
 - It must be possible to save the filling in of an evaluation and log off, and afterwards log in and continue with the evaluation. When completed the expert can submit the evaluation.
 - The evaluations must be pushed to the secretariat at the Danish Business Authority, cf. annex 2 section 4.5-4.7.
- As an expert I receive an email with a reminder 48 hours before deadline and again 12 hours before deadline if I haven't completed the evaluation, so that I can finish the batch in time.
 - The operator is responsible for collecting all evaluations from the experts in charge in time.
 - If the operator foresees difficulties in accomplishing the evaluation of a given batch, the operator must inform the secretariat about in due time to find a solution.

The Startup Denmark secretariat

The secretariat is responsible for notifying applicants of the expert panel's evaluations.

- The operator must stay in contact with the secretariat and inform them about applications and other matters if necessary and when asked by the secretariat.

- It must be possible for the secretariat to contact the operator and ask questions. The operator must answer questions from the secretariat within a reasonable period. Typical

questions from the secretariat are questions regarding specific applications, e.g. the expected time frame for the evaluation of the application, questions regarding resubmission of applications and regarding judging rounds.

The different user stories regarding the secretariat are described below:

- As a member of the secretariat I can inform the operator about applications going to the expert panel after I have screened an application, cf. annex 2, section 3.