



“Pop-up stores” competition

JUDGING CRITERIA:

- **Concept coherence**
Do the individual components of the concept fit well together and consistently complement each other?
- **Level of innovation**
What innovative ideas does the concept include with regard to the products, business model, services and digitalisation, for example?
- **Number of customers**
Why is the concept submitted likely to attract a high number of customers? E.g. due to product variety, trendy products or services
- **Suitability for the city centre**
Why is the city centre a good location for the concept? Will it appeal to existing target groups as well as customers, locals and visitors to the city?
- **Variety of uses**
Besides conventional sales, what else will take place in the space in terms of advice, events and culture, for example?
- **Unique selling point**
What makes the concept unique and does it stand out from existing offers in the city centre?
- **Economic sustainability of the concept**
Has the concept been designed to be viable beyond the eleven months in the market economy? Can it be continued in the city centre or in another location?
- **Environmental sustainability of the concept**
Will there be fair, regional or seasonal products, for example? Are products or processes produced or designed in a way that conserves resources?

Assessing the criteria in equal parts by an expert jury following the German school grading system, with marks from one to six.