

# The Bright Idea 2026

In 2026, The Otto Moensted Bright Idea will be awarded again. The award, is a recognition of talented students, researchers and business people, who are developing innovative ideas which contributes to the development of Denmark's trade and industry. Two bright ideas that demonstrate notable business potentials, will be awarded DKK 500,000 in total.

Otto Moensted made a difference and wanted to give others the opportunity to do the same. Supporting talents and ensuring that they have the optimal conditions to fulfill their potential, was something that Otto Moensted had a passion for.

Otto Moensted's The Bright Idea is a recognition of talents, with the right innovative idea, product, process or solution. In addition, the award is meant to encourage and inspire to further development of their idea.

The Otto Moensted Foundation will hand out two awards within the following fields:

- DKK 250,000 for the best Early-stage idea
- DKK 250,000 for the best Late-stage idea

## Candidates:

- Proposals are generally accepted from Bachelor/Master's students, PhD students and Postdocs affiliated with one of the eight universities in Denmark. You can apply individually or on behalf of a group.
- A bright idea with commercial potential, that has managed to combine research insight with business understanding.
- Ideas that previously have received awards (above DKK 200.000), is not eligible for The Bright Idea.
- Applicants who previously have been rejected are eligible for The Bright Idea 2026.

## Process:

- The proposal must be submitted via the Otto Moensted Foundation's application system, at [www.omfonden.dk/application/](http://www.omfonden.dk/application/)
- Applications must include a recommendation from your affiliated Institution, supervisor etc. as well as answering three areas.
- The jury assess the proposal based on the following four criteria's.
  - Excellence in thought, communication, analysis and documentation
  - The degree of business vision and understanding
  - Likelihood of "The Bright Idea" being implemented
  - The idea's value and significance for Danish business and industry
- Proposals must be submitted between 15 April 2026 – 15 August 2026.

The jury, selects two winners of "The Bright Idea", which will be announced in October and awarded at Digital Tech Summit 2026.

More information about "The Bright Idea", in regard to process, requirements, jury, etc. at [www.omfonden.dk](http://www.omfonden.dk)

Any questions regarding the award, please contact:

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