



Технопарк
Политехнический



POLYTECHSTRASCHEG

Strasczeg Business Idea Award 2020

Rules and Guidelines

Objective

The main objective of Business Idea Competition is to stimulate entrepreneurship, encouraging the acquisition of business modeling and planning skills as well as developing creativity. Participants need to elaborate an idea and create a business model in support of it. They must convince potential partners and investors who might wish to support the project financially. Any project can take part in the competition, but [innovative SDG](#) ideas for sustainable development to improve well-being and protect our planet have higher priority.

Awards

A prize for the three best international business idea - global scope of the project - a choice of the Polytech Strasczeg – a paid weeklong trip to Munich, which includes travel, accommodation in Munich and a visit to the Strasczeg Center for Entrepreneurship.

Terms and Deadlines

- Participants should be:
 - Participants must be Russian or foreign university students or young entrepreneurs (under 30 years old).
- Teams should consist of **1-3** members
- All participants must fill in the registration form on <http://strasczeg-award.ru/eng>
- The must-have requirement is to pass online course. <https://www.deepdive.school/course?courseid=digital-transformation-and-entrepreneurship>
- Registration will be open from the **10st of February 2020 at 00:00 till 31th of March 2020 at 23:59 (Moscow Time (UTC+03:00))**

Phase I (Concept Paper Phase. Online course certificate)

Participants should submit the filled registration form and a Word document with a description of the business idea and a summary of the business model (no more than 1000 words in English). Pass the Deep Dice online course. The deadline is **May 11, 2020**. After the concept paper submission, a panel of judges will select a maximum of **10 teams** for participation in Phase II of the competition.

The teams selected to continue in the competition, as finalists will be **notified via e-mail by May 18, 2020**.

Phase II (Business Model Development Phase)

The selected finalist teams must submit electronic copy of the Business Model (no more than 2000 words) to SPbPU Scientific-Research Building, Room Г.3.06 (Г.3.14) or via email award@polytech-strascheg.com at any time no later than **May 25th, 2020**.

Final and Award Ceremony

Teams will be required to provide a brief presentation of their business model (see *content requirements below*) for 10 minutes in English. Judges will make their decisions and the formal recognition of the Strascheg Award team winners will be acknowledged. Final presentations and Award Ceremony will take place **May 29, 2020** at co-working center at SPbPU Scientific-Research Building, Room Г.3.56.

Content of business model

The main goal is to demonstrate the potential of the plan for commercialization, scalability, feasibility of replication and the ability to meet customer needs. All business plans and presentations must be in *English*.

Your business model should include:

- **Cover Sheet** (Project Name, Presenting Team Members, Team Leader contact info – tel., e-mail)
- **Executive Summary-** The summary should tell the reader what you want. The statement should be kept short and businesslike; you will need to provide a synopsis of your entire business plan in probably no more than a page.
- **Product or service description, its customer value** (incl. status of development – beta, prototype, etc.)
- **Description of the Industry- Market - Customer analysis** (market analysis by defining the market in terms of size, structure, growth prospects, trends and sales potential.)
- **Competitor Analysis** (competitors and your competitive differentiation)
Identify the current and potential competition. We are seeking for products or models with low competition.
- **Marketing Plan** (segmentation- targeting- positioning, marketing mix, marketing strategy)

- **Financial highlights-** denote the important financial points of the business including sales, profits, cash flows you expect. Offering of the company. (how much investment you are seeking, uses of funding, possible exits). Here should be seen clear horizons and a high velocity of implementation of your idea to the final product (workable technology).

The first slide of presentation should contain information about the name of the project and the names of participants.

Presentation

All presentations (phase II) should be in English and should not exceed 10 minutes. Teams should be able to clearly showcase their idea and its potential, show knowledge of the market and basic financial information and be ready to answer the questions from the jury.

Evaluation Criteria

The judges will evaluate each Business Model based on the following:

- 1) Content of the plan, including the thoroughness and quality of the analysis
- 2) Effective use of business information and research
- 3) Clear communication.
- 4) Effective use and impact of the financing money
- 5) Probability of successful launch
- 6) Community Impact
- 7) Quality and effectiveness of final presentation

Confidentiality

By the submission of your Business Model, you understand and agree that a short description of your Business Model will be considered a “public summary” of your plan and may be used in public documentation related to the competition. SPbPU will provide a copy of your business Model to competition staff and judges and will inform them that no additional copies are to be made. SPbPU will have no responsibility to protect the intellectual property rights of each contestant. Protection of such rights is the responsibility of each applicant. The Business Model will not be returned and will be destroyed after the competition has ended.

Contacts

Innokenty Puntikov – Coordinator of Russian-German Centre for Innovation and Entrepreneurship Polytech Strascheg

Business plans must be sent to: award@polytech-strascheg.com

For more information, please visit: www.polytech-strascheg.com



Strasczeg Award. Business Idea Competition

REGISTRATION FORM

Contact Name

Telephone

Project Team

Email:

Project description (no more than 1000 symbols)

Please submit this form to award@polytech-strasczeg.com