

## International Business Plan Competition on the topic of «sustainability»

### Edition 2023

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#### Why a Business Plan (BP) Competition:

The Business Plan Competition is focused primarily on spreading the culture of innovation among the university students in Europe, encouraging the set up and development of companies (i.e. university/academic spin-offs and innovative start-ups) that turn original ideas into business ideas, with particular reference to the themes of Blue Growth.

The competition offers to the participants the opportunity to evaluate the feasibility of their business ideas and to create the conditions to start and develop their own business activities and to enhance their management skills. Admission to the business plan contest also represents a chance for a privileged contact with the business and financial community, for the development of the business project, also through relationships with Business Angels and Venture Capitals.

The mandatory topic of the proposals is *“sustainability”* that aims to fulfill the needs of current generations without compromising the needs of future generations, while ensuring a balance between economic growth, environmental care and social well-being.

This competition is a unique opportunity for the university students of the Transform4europe Alliance to work on a business idea in international and multidisciplinary teams and acquire management and communication skills.

## What is a Business Plan Competition

It is a COMPETITION where:

- ✓ young people will put themselves out there;
- ✓ innovative ideas take shape;
- ✓ passions and skills can change the world.

The BP is a generator of new business initiatives: the students can apply with their own idea or can be selected to collaborate with other teams providing their competences for the success of the idea. Moreover, it is a promoter of the entrepreneurial culture, the economic development of the territory and the culture of sustainable innovation.

## Who can participate:

This is an opportunity only for the students of the T4EU Alliance.

## Application deadline

Students can apply by **March 31<sup>st</sup>, 2023**

on the following web site:

[Rules and Conditions/Application form](#)

Students can sign up: individually or by Teams and they can submit also a Business idea with innovative content (but it is not mandatory).

The teams are required to be composed at least by three components coming from three different universities.

What if:

- a student applies individually? He/she will be joined to an international team.
- an applicant team is composed by student of the same university? Other applicant students will be joined to the team.

### **Business Plan selection**

The participants must submit, by the deadline, to the Evaluation Committee a business plan, together with an executive summary (in standard format as indicated). In addition, a video pitch of a maximum duration of 3 minutes must be delivered too.

The Evaluation Committee judges the business plans submitted and chooses the winner team of the Business plan competition. If considered useful, the Evaluation Committee may convene the participants during the analysis of the proposals.

The results will be announced during a public awards event, to be held by the beginning of June.

The business plan or any other material submitted will not be returned.

For all the 7 selected Teams will be Online Training Courses focused on:

- Business model canvas;
- Business planning;
- Marketing;
- Intellectual property;
- Role Model;

All the teams will count on a Mentor's support.

Their role is to support the selected projects with guidance and advice. In particular, they provide support in the development and improvement of business plans and for the pitch that must be presented for the selection of winners.

**The Timeline of the BP Competition:**

