 



Strascheg Business Plan Award 2015

for Polytech students

**Rules and Guidelines**

**Objective**

The main objective of Business Plan Competition is to **stimulate entrepreneurship** amongst students, encouraging the acquisition of business modeling and planning skills as well as developing creativity. Students have to elaborate an idea and **write a business plan in support of it**. With this plan they have to convince potential partners and investors who might wish to support the project financially.

**Awards**

The best business plan authors (no more than 3 persons) will be awarded a paid weeklong trip to Munich, which includes travel, accommodation in MUAS Campus and a visit to the Strascheg Center for Entrepreneurship.

**Terms and Deadlines**

* Participants should be students of SPbPU.
* Teams should consist of **1-3** members
* All participants have to fill in the registration form and submit to: [polytechstraschegaward@gmail.com](mailto:polytechstraschegaward@gmail.com)
* Registration will be open from **20th of** **September 2015 at 00:00 till 20th of October 2015 at 23:59 (Moscow Time** **(UTC+03:00))**

**Phase I (Concept Paper Phase)**

Participants should submit the filled registration form and a Word document with a description of the business idea and a summary of the business plan (no more than 1000 words in Russian or English). After the concept paper submission, a panel of judges will select a maximum of**10-15 teams** for participation in Phase II of the competition. The teams selected to continue in the competition as semi-finalists will be**notified via e-mail by October 31, 2015**.

**Phase II (Business Plan Development Phase)**

The selectedsemi-finalist teams must submit hard (printed) and electronic copy of the **Business Plan (no more than 2000 words) to SPbPU** 3rd University Building, Room 107 **at any time no later than November 15, 2015.** Teams will be required to provide a brief presentation of their business plan **(*see content requirements below*)** on **November 20, 2015** (within “Global Entrepreneurship Week”) for 10 minutes in English. Judges will make their decisions and the formal recognition of the Strascheg Award 1-team winner will be acknowledged that day right after the presentations.

**Award Ceremony**

Award Ceremony will take place on **December 4** within “Science Week” at SPbPU in 3rd University Building, Room 107.

**Content of business plan**

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 plan 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. current 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 10-12 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 Plan 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 Plan, you understand and agree that a short description of your Business Plan 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 plan 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 Plan will not be returned and will be destroyed after the competition has ended.

**Contacts**

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Business plans must be sent to: [polytechstraschegaward@gmail.com](mailto:polytechstraschegaward@gmail.com)