



Guidelines for Business Idea Competition participants

1. The teams will present their Business model Canvas to the International Jury on 3rd September 2021. Each team should choose a single representative (leader) to do the presentation.
2. The teams are advised to join the meeting at least 05 minutes before their schedule.
3. The teams allocated to Evaluation Panel 2 will receive a separate meeting link in MS teams. Teams allocated in Evaluation Panel 1 should join the common training MS Teams link.
4. Each team will have 05 minutes to pitch their business idea. The teams may use only the Business Model Canvas for pitching or may choose another form of presentation, as long as they are able to stay within the time-frame of 5 minutes. The presenters can choose any creative form of presentation, as long as they provide information necessary to be evaluated based on the criteria noted below. Check out the Business Model Canvas attached.
5. The pitch will be followed by a Q&A session of 10 minutes. Only Jury Members can ask questions. Any member of the team can answer the questions.
6. Presenters and team members are kindly asked to NOT switch on their cameras unless they are sure they have excellent internet connection. Questions, however, will be answered via audio (not chat). Ensure you have a mic working properly.
7. If the team has insurmountable internet connection issues, they will be moved to the end of the schedule and any other available team will take their place in the schedule (if any is available).
8. The discussions will be friendly and informal. Focus on answering the questions and do not worry about formalities.

Each International Evaluation Panel will nominate 3 finalists. The finalists will present again to all Jury Members on 4th September. There will be again a 10-minute Q&A session.

Criteria for Pitch evaluation

The evaluation criteria are intended to support both teams and jury members in evaluating a pitch. Teams can use this tool to prepare their pitch. Jury members can use it in the preselection process and during final presentations, asking proper questions, and providing feedback to the teams.

1. Is the problem well defined?

1	2	3	4	5
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When giving a grade, it is recommended to consider if the team understands the problem and what the existing solutions to it are. Check if the customer segment is clearly defined and whether a break-even point can be reached.



2. Is the solution clearly explained?

1	2	3	4	5
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When you give a mark, consider if the proposed solution is clearly defined and can solve the problem. Consider if the solution is differentiated from existing solutions and whether the suggested strategy contributes to solution implementation.

3. Does the solution deliver value to customers/users/stakeholders and is the business model sustainable?

1	2	3	4	5
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Consider if the business model and its underlying assumptions are well defined and whether they deliver benefits to the local community, different social groups and other stakeholders.

4. Is the pitch credible?

1	2	3	4	5
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Consider if the pitch is based on reliable evidence and a sound risk assessment. Evaluate if assumptions were validated, including by customers/users/stakeholders.

5. Are future plans and next steps well defined?

1	2	3	4	5
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Evaluate if the team is aware of the amount of resources needed (people, skills, managerial expertise, financial resources) and whether they have a viable strategy to scale their solution/start-up.