3rd Business Ideas Contest

BASES

Part 1 Introduction
La Salle Barcelona Campus is organizing the 3rd Business Ideas Contest. The contest is a stimulus tool aiming to support entrepreneur and innovation culture and activity among the student and graduate community from the Ramon Lull University.

Part 2 Objectives
The objective of the contest is to get introduced to innovative ideas which are based around the use of new technologies or are innovative in their business models, without having already been implemented or presented in the market; ideas which have been generated by students and graduates from the Ramon Lull University. The outcome of the contest will be the following:

- Encouraging entrepreneur spirit and culture among the university community
- Creating an incentive to start innovative projects
- Boosting the entrepreneur and university image
- Promoting the analysis and assessment of business project
- Promoting the entrepreneur spirit in all business scopes
- Facilitating the realization of those viable entrepreneur ideas
- Transferring knowledge from the University to the entrepreneurship world

Part 3 Beneficiaries
Anyone from the Ramon Llull University that envisions an idea or executes a business project which has a degree of innovation and diversification in its business scope or market penetration strategy can participate in the contest, complying with the following characteristics:

- A minimum of 50% of members of each team should be enrolled in the academic course 2011-2012 or have finalized their studies in the three previous courses 2010/2011, 2009/2010 and 2008/2009 in each of the courses given in the Ramon Llull University centers.
- The organization reserves the right to, at any time, request documents to prove the legitimacy of those documents.
- If necessary, the evaluation team will conduct an interview with the participants in order to complete the evaluation.
- Teams must participate with a maximum of 6 students and a minimum of 1 student.
- The projects will be presented under one common name for the team.
- Teams can be lead by a Ramon Llull University professor, who will only act as a tutor and not an official member of the team.

Base 4 Documents needed
The instructions for which documents should be presented is available on the laSalle Technova Barcelona Webpage (www.technovabarcelona.org)
http://blogs.salleurl.edu/emprendedores/bic/

Each team will be able to present as many ideas as they believe relevant by means of a presentation and executive summary for each one.
The participating teams should provide the following documents, in Spanish, Catalan or English in pdf form:

- PowerPoint presentation o another similar format of the business ideas (maximum of 13 slides, minimum font size 28)
- Format of the Executive Summary (4 pages maximum):
  The projects will be structures in the following way:
  Font: Arial
  Font size: 10
  Line spacing: 1.5
  Title: Arial 16

Only projects presented in this form will be assessed.

Part 5 Time frame

The registration and document hand-in will start on Monday 6th of June 2011 and deadline will be 21st October 2011 at 22:00h. The documents should be sent by e-mail to contest@technovabarcelona.org with the following content “3rd Business Ideas Contest” with the name, surname and contact mail of each member of the team and their Ramon Llull University login.

Part 6 Judges

The projects will be subject to a Technical Committee and a set of judges who will be the responsible bodies for the award selection process. The two bodies will be made up of:

Technical Committee
- Members of laSalle Technova Barcelona
- Directors from the Technological Development of Engineering laSalle
- Members from different sponsors
- Members of BES laSalle
- Members of other Ramon Llull University centers

Judges
- Members from different sponsors
- laSalle Technova Barcelona director
- BES laSalle director
- laSalle Technology and Development business director
- Institutional representatives from URL
- Representatives from Public bodies and Entrepreneurship Support

Technical Committee and Judges composition may change, if it is considered by the organization towards the proper execution of the competition.

Part 7 Evaluation Criteria

The business projects will be evaluated according to the following criteria and scores:
- Correctly written document (5 points)
- Originality and innovative nature of the idea (20 points)

- Differentiation relative to competitors or respective technologies present in the market (20 points)
- Financial and technical viability (20 points)
- Identify market needs (10 points)
- Team unity (15 points)

Part 8 Procedure

The candidates and admitted projects will be analyzed and evaluated by the Technical Committee first, who will select the final 10 projects according to the established evaluation criteria mentioned previously. After the training period, the Jury will select the final 3 teams once they have defined their projects. The jury can declare the award invalid if it is considered that there is a lack of “technical” requirement.

The following are specifications on the process of selecting finalists:

- 21st October – 1st November 2011: feedback to the 10 finalists after they have been selected by the Technical Committee
- 7th November – 18th November 2011: start of training for the 10 final teams (the exact dates will be communicated by the end of January):
  - 1st session: Communication techniques and financing for beginners
  - 2nd session: How to obtain financing for my company?
  - 3rd session: What is the product roadmap to follow?
  - 4th session: Marketing 2.0
- December 2011: oral presentation to Jury. That presentation must be performed in English.
- December 2011: feedback to the 3 finalists after Jury evaluation

Part 9 Awards

All the members of the teams presenting will get a certificate of their participation in the 3rd Business Idea Contest.

The 3 finalists will receive awards from the sponsors. These awards will be updated on any media laSalle Technova Barcelona use: web page, blog, newsletter ...

Also during the week prior to the defense in front the jury, a public vote will be open for the 10 finalists through internet. The project with more votes will receive the award for “Best Public Project.”

In case the final projects are used to set up a company in less than 6 months from the final jury decision (June 2012), the prizes awarded are the following:
1st prize:
- Signing a Park agreement as a company without any costs (valued at 400€)
- Company assessment service through the Business Support Program for free during the first year (valued at 3,000€), the Maxval’s Optimax Basic Service is not included.
- Economic prize to specify by the sponsors.

2nd prize:
- Signing a Park agreement as a company without any costs (valued at 400€)
- Company assessment service through the Business Support Program for free during the first year (valued at 3,000€), the Maxval’s Optimax Basic Service is not included.
- Economic prize to specify by the sponsors.

3rd prize:
- Company assessment service through the Business Support Program for free during the first year (valued at 3,000€), the Maxval’s Optimax Basic Service is not included.
- Economic prize to specify by the sponsors.

If the quality of the projects presented have a high growth potential, LaSalle Technova Barcelona and the sponsors will study the possibility to support the given projects further than the prize specification given previously.

Point 10 Project audit

The participant will answer before the promoters of the contest regarding the authorship and originality of the project.

Point 11 Publishing the awarded materials

LaSalle Technova Barcelona will be able to broaden the presented work by those means considered most appropriate, including the Internet with no time limit and explicitly citing the authors of the projects.

Point 12 Special conditions

Making a request to participate in the contest implies that each of the points presented in this document are accepted as well as any resolution taken under unpredictable conditions whether by the Organization or by the judges of the contest.

Due to the applicable legislation in this case, the awards and winners should stay aware of possible announcements and settlements to which they are subject to.