

I Build a Startup

IBS international startup competition

Competition Rules

General Information

All rounds are open to participation, you can enter any or all of the three rounds of the competition.

Rounds of the competition are as follows:

| | Dates | Prize | Requirements |
|---|---|---------------------------|---|
| First round – Elevator pitch | Opens: 24 October 2016 Deadline: 9 December 2016 Results: 16 December 2016 | Maximum 20 x 100 Euro | 100 word summary OR 60 second long elevator pitch video |
| Second round – One-pager | Opens: 16 December 2016 Deadline: 3 March 2017 Results and event: 17 March 2017 | Maximum 13 x 1000 Euro | 1-2 page executive summary |
| Third round – IBS 'Tiger's Nest' event | Opens: 27 March 2017 Deadline for mentoring: 2 May 2017 Final deadline: 12 May 2017 Results and event: 26 May 2017 | Maximum 2 x 5000 Euro | 10 page business plan + appendices |

1. Eligibility

1.1 All participating teams must include minimum one registered IBS student with either an active or passive student status. This includes visiting and exchange students.

1.2 Alumni of IBS are eligible to enter the competition given that they are involved by a registered IBS student.

1.3 Faculty (full-time or lecturer) of IBS are eligible to enter the competition given that they are involved by a registered IBS student.

1.4 Competition entrants are encouraged to seek the involvement of faculty members and IBS alumni. Multidisciplinary teams tend to do better. There are no restrictions on the size or composition of your team. IBS alumni can connect with current IBS cohort via joining the private Facebook group, I Build a Startup – International Startup Competition at IBS.

1.5 Third round – IBS 'Tiger's Nest' competition stage must include summaries of each team member's past experience and future plans. These will be used to judge the team's commitment to turn the business idea into an actual business.

1.6 All entered work should describe an original concept and not an existing business. The jury of the competition reserves the right to deny entries of existing companies as well as entries where the originality of the idea is questionable, even if entrant was not aware of the existing idea/company beforehand.

2. Content and Format

2.1 All entries must be the original work of the entrants.

2.2 All entries must be factual.

2.3 All handed in content will be handled as confidential and as intellectual property of the participants of the group. However, entries may be circulated and used in IBS publications and marketing material for promotional purposes with the mention of the participating team and a brief description of their business idea.

3. First round – Elevator pitch

3.1 Entries must be submitted electronically in either one of two formats before the deadline (9 December 2016, 16:00) to [Moodle](#):

1. 100-word written description of a product, concept or technology.

or

2. 60-second elevator pitch video, uploaded to YouTube in private mode and the link of the video submitted via [Moodle](#)

3.2 Entries exceeding 100 words in length or 60 seconds in time will not be accepted and will be disqualified.

3.3 Entries may be circulated and used in IBS publications and marketing material for promotional purposes.

3.4 For the submission to be complete person/team entering the competition must complete the application form (*NAME of team; NAME(S) of team members; For active students: programme and first year of your studies; For alumni: programme and year of graduation*) on the “Elevator pitch teams and submissions” tab when uploading entry. All team members must be mentioned. Form must be completed **24 hours before** deadline. If entering individually the person entering also must fill the form.

4. Second round – One-pager

4.1. 1-2 page summary (between 600 and 800 words) of a product, concept or technology must be submitted electronically to [Moodle](#) before the deadline (3 March 2017, 16:00) with the following compulsory items: executive summary, description of the problem and the product/service, brief market analysis and business viability.

4.2 No entries will be accepted after the deadline and no corrections will be accepted after the deadline.

4.3 Entries exceeding 1-2 pages (800 words) in length will not be accepted and will be disqualified.

4.4 Incomplete submissions that do not include all compulsory items will be rejected.

4.5 Summary charts and figures may be attached completing the entry and count as appendices, not included in the 800 word limit.

4.6 For the submission to be complete person/team entering the competition must complete the application form (*NAME of team; NAME(S) of team members; For active students: programme and first year of your studies; For alumni: programme and year of graduation*) on the “One-pager teams and submissions” tab when uploading entry. All team members must be mentioned. Form must be completed **24 hours before** deadline. If entering individually the person entering also must fill the form.

5. Third round – IBS ‘Tiger’s Nest’ event

5.1 This round of the competition consists of two stages with different deadlines:

Stage 1: ‘Meet your mentor’ – All participating teams have the opportunity to participate in a 30-60 mins long mentoring session with the Lead Mentor of the jury and Founder and Honorary Rector of IBS. Based on his feedback and observations entries can be modified until the final entry deadline.

First, a 10-page detailed summary of a product, concept or technology must be submitted electronically to [Moodle](#) Subsequently, the mentoring sessions will be scheduled through the secretariat of the Founder and Honorary Rector.

Deadline of stage 1: 2 May 2017, 16:00

Stage 2: The **final** 10 page detailed summary of a product, concept or technology must be submitted electronically to [Moodle](#) before the deadline (12 May 2017, midnight) with the following compulsory items: executive summary, business rationale, market overview, business plan (e.g. business canvas) and team.

5.2 Incomplete submissions handed in after ‘Stage 2’ deadline that do not include all compulsory items will be rejected.

5.3 Charts and figures count as appendices.

5.4 For the submission to be complete person/team entering the competition must complete the application form (*NAME of team; NAME(S) of team members; For active students: programme and first year of your studies; For alumni: programme and year of graduation*) on the “Tiger's nest event teams and submissions” tab when uploading entry. All team members must be mentioned. Form must be completed **24 hours before** deadline. If entering individually the person entering also must fill the form.

6. Judging

6. 1 First round – Elevator pitch: All handed in competing materials will be evaluated by an online jury.

6.2. Second round – One-pager: All handed in competing materials will be evaluated by an online jury.

6.3 Third round – IBS 'Tiger's Nest' event: The online jury will be supporting the Lead Mentor in Stage 1 of the round. At the final event of live presentations a jury of experienced entrepreneurs and investors will be present to name the project winning the final 5,000 Euro prize.

6.4 The members of the online jury are:

- Dr. Gergely Tamási – Head of Centre for Quality Enhancement at IBS
- Dea Frankó-Csuba – CEO of Spark Institute at IBS
- Éva Radvány – Lecturer of Entrepreneurship and Management at IBS

6.5 Judging feedback will be provided for each entry in writing on Moodle.

6.6 The key judging criteria are as follows:

First round:

- originality of the proposed solution to a problem;
- pitching skills.

Second round:

- originality of the proposed solution to a problem;
- business viability;
- knowledge of the market and industry dynamics;
- sound assumptions regarding the competition in the field.

Third round:

- originality of the proposed solution to a problem;
- business viability;
- thoroughness of research of the market and industry dynamics;
- sound assumptions regarding the competition in the field;
- team experience and composition;
- solid business plan and lifelike growth expectations.

7. Prizes

7.1 First round – Elevator pitch: Maximum twenty of the best entries of the competition will be awarded net 100 EUR as a cash prize at an awarding ceremony after the announcement of results.

7.2 Second round – One-pager: Maximum thirteen of the best entries of the competition will be awarded net 1,000 EUR as a cash prize at an awarding ceremony after the announcement of results.

7.3 Third round – IBS 'Tiger's Nest' event: The best entries will be invited to present their work at a live event where the jury will award maximum two 5,000 EUR grand cash prizes.

7.4 Prizes are entitled to the whole team entering the competition and not individual team members.