

## 2014-15 IEU Business Plan Challenge

Sponsored by the BBA Program Direction

The IE University 2014-15 Business Plan Challenge offers student teams a chance to pitch their business ideas/projects to the IE University community, as well as to potential investors present at the Challenge.

### Who may participate?

All students that have taken in the 1<sup>st</sup> semester the **Introduction to Management** course or the **Organizational Management** course, and that have been selected by their respective professors to represent their class for having the best business idea. If the quality of the business ideas presented did not meet a minimum standard, the class may remain without representation in the BP Challenge.

### What does the Challenge consist of?

There will be **two** rounds. For the first one, each selected team will have to submit an Executive Summary of their Business Plan proposal. An internal jury will select the teams that go to the **FINAL** to make a Business Pitch presentation.

- **PRELIMINARY ROUND: Executive Summary.** A Word document, letter type Arial 12, double spaced, 3 pages long max.
- **FINAL: Business Pitch presentation:** each team will have a maximum of 5 minutes to present (time will be strictly monitored) and will take questions from the jury and audience for 5 more minutes maximum. Only one or two people from the team should present to avoid losing time.

The business plan summary and the pitch could be done either in English or in Spanish.

## FINAL Evaluation criteria

Specific criteria that will be evaluated during the business pitches:

- Clearly identified problem/need in the market
- Defined market target
- Value Proposition: how does your product or service solve the problem/need?
- Business Model: how does this business make money?
- Management team: how are you prepared to make this business a success?
- Investment needed to start the business, and how much are you requesting from investors?
- Innovation
- Presentation of a prototype
- Web page design

## What is the prize?

The **winning** team will receive a **prize of 500€ cash** to help them out in starting their new business. The **second** prize will be **250€** and the **third 100€**. All three teams will have the opportunity to meet with members of the jury (possible investors) and to be considered for further rounds of coaching and funding.

## Calendar and venue

### Dec, 2014

Professors announce selected teams representing their group. Selected teams are not obligated to participate.

### Feb. 6, 2015 at 13:00

Deadline for **business plan executive summary submission**: sent electronic copy to [Brigita.Klusovskyte@ie.edu](mailto:Brigita.Klusovskyte@ie.edu)

### Feb. 13, 2015

**Announcement of the finalists.**

**Feb. 27, 2015, at 16:00, FINAL, Salón de Actos, MADRID Campus** (a bus will be provided to transport students in the Segovia Campus)

- Business pitch presentations
- Announcement of the winning teams and cocktail.