

GUIDE TO THE BEST IDEA CUP 2020

DO YOU HAVE A BUSINESS IDEA?

ARE YOU READY TO COMPETE?



Gefördert durch:



Bundesministerium
für Wirtschaft
und Energie
aufgrund eines Beschlusses
des Deutschen Bundestages



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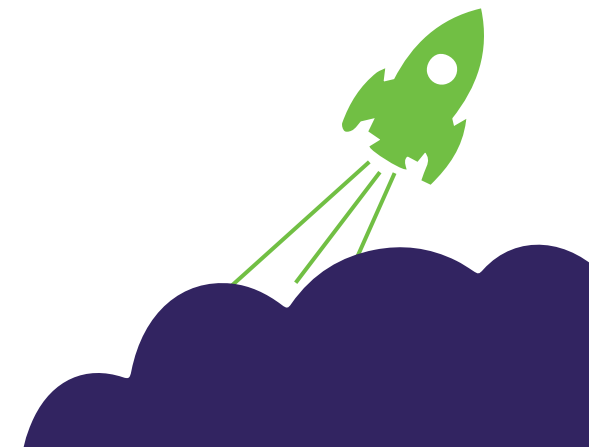
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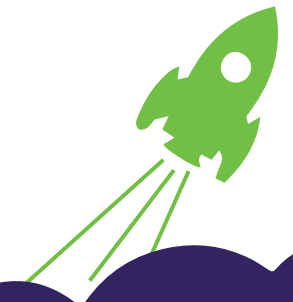


BEST IDEA CUP 2020

NEW AND INNOVATIVE START-UP IDEAS FROM ALL STUDENTS OF THE RHINE-WAAL UNIVERSITY ARE WANTED!

**PROVE YOUR CREATIVITY, INNOVATIVE POTENTIAL, GET FEEDBACK FROM EXPERTS AND EXTEND YOUR NETWORKS!
DO NOT HESITATE TO JOIN US AND WIN ATTRACTIVE PRIZES!**

The Best Idea Cup 2020 is a competition of student business ideas at the Rhine-Waal University of Applied Sciences. It is organized by the Centre for Research, Innovation and Transfer within the project **StartGlocal: Global Spirit for Local Start-ups**, which aims to support start-up and entrepreneurial activities at the Rhine-Waal University.



FIVE REASONS FOR YOUR PARTICIPATION

01 | DISCOVER NEW CAREER PROSPECTS

Have you ever dreamed of becoming an entrepreneur or a start-up founder? The Best Idea Cup 2020 is a perfect chance to test, if self-employment could be a career option for you.

02 | EXPAND YOUR NETWORK

The Best Idea Cup 2020 enables you to connect with other student founders from the Rhine-Waal University and to get a feedback from the expert jury. Who knows, maybe there will be some potential investor in the jury as well.

03 | GAIN NEW KEY COMPETENCES

While preparing for the competition, you will develop your entrepreneurial skills and learn many new things, which can enhance your CV (Curriculum Vitae) in the future.

Don't forget about these long-term benefits!

04 | GET START-UP SUPPORT FROM EXPERTS

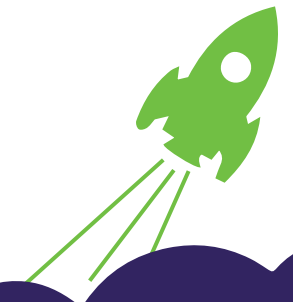
All nominated participants will receive a free pitch training preparation and tips from the StartGlocal Team. An expert jury will provide feedback to the ideas at the online pitch presentation.

05 | WIN ATTRACTIVE PRIZES

**1ST PRIZE:
500 € + CERTIFICATE + START-UP
COACHING FOR SIX MONTHS**

**2ND PRIZE:
500 € + CERTIFICATE + START-UP
COACHING FOR SIX MONTHS**

**3RD PRIZE:
500 € + CERTIFICATE + START-UP
COACHING FOR SIX MONTHS**



WHO CAN PARTICIPATE?

All enrolled students of the Rhine-Waal University are entitled to participate in the Best Idea Cup 2020 competition. Alumni, professors, academic staff, and non-academic staff are not entitled to participate. Students can compete alone or as a team. The same student/team can submit one or more ideas.

IMPORTANT MILESTONES



In order to participate in the Best Idea Cup 2020, you have to submit your start-up idea description (max. three A4 pages) at startglobal@hochschule-rhein-waal.de until the **20th of August 2020**.

After the submission a jury from the Rhine-Waal University will review all ideas and select the eight best. These eight ideas/teams will be invited to the online pitch in front of a jury on the **30th of September 2020**.

After the pitch, the jury is going to select three winning ideas that will be awarded with a money prize, start-up coaching and certificate at the Awarding Ceremony which is taking place in **October 2020**.



THE IDEA DESCRIPTION

The idea description of an innovative product or service should not exceed three A4 pages. Please make sure that you describe your start-up idea in a precise, clear and comprehensible way. Please include full name, study course, study semester and matriculation number of all team members in the application. The same student/team can submit one or more ideas.

Do not hesitate to be creative in your applications!

HOW THE IDEA DESCRIPTION COULD BE STRUCTURED?

01 | TITLE OF THE START-UP IDEA

02 | THE CENTRAL PROMISE/DESCRIPTION OF YOUR BUSINESS IDEA IN ONE SENTENCE

03 | DOES THE IDEA SOLVE A REAL PROBLEM?

What problem does the idea solve? How can customers benefit from it? How many potential customers are on the market?

04 | DESCRIPTION OF THE PRODUCT/SERVICE

What are the main product features? How is the idea different from the products of competitors?
Does a prototype already exist?

05 | TEAM

Who are the team members? What do they study? Do they have competencies relevant for the business idea?

06 | NEXT STEPS

What could be the next steps in order to transform your idea into reality?



EVALUATION CRITERIA

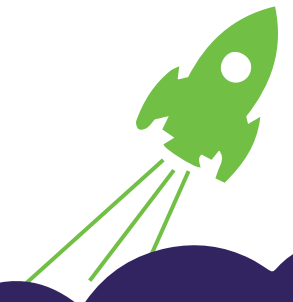
The start-up idea will be evaluated by a jury of representatives from the science and the industry according to the following criteria:

- DEGREE OF INNOVATION/ORIGINALITY (30 %)
- MARKET POTENTIAL (30 %)
- FEASIBILITY (20 %)
- QUALIFICATIONS AND EXPERIENCE OF THE PARTICIPANT OR TEAM (10 %)
- SOCIAL AND ENVIRONMENTAL IMPACT (10 %)

HOW TO SUBMIT?

Please send us the description of your start-up idea (max. three A4 pages) until the **20th of August** by e-mail to startglobal@hochschule-rhein-waal.de

Please include full name, study course, study semester and matriculation number of all team members in the application.



CONFIDENTIALITY AND DATA PROTECTION

Your data and idea description will be available only to the StartGlocal Team and jury members, and will be treated as confidential. The data and the idea description will not be passed to the third parties without your previous consent. With respect to the patent rights and trademarks, the idea will be used for marketing purposes, only with your consent.

ANNOUNCEMENT OF THE WINNERS

The three winners of the Best Idea Cup 2020 will be announced at the Awarding Ceremony in October 2020, the StartGlocal website, the Rhine Waal-University website, as well as its social media channels. Publications regarding the content of the awarded entries will only be made with the consent of participants.



CONTACT

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GLOBAL SPIRIT FOR LOCAL START-UPS

