**Business plan competition**

Guidelines and rules for participation

EMSF 2017 Business Plan Competition is an entrepreneurial challenge for you and your team of students and young investigators to develop a business plan, which could result in the commercialisation of a product, which underlying technology is based on clean technologies and green solvents!

Participating will give you the opportunity to:

• Gain invaluable mentorship from our expert team of senior healthcare managers, experienced entrepreneurs, leading scientists, investors, legal and patent consultants

• Network with outstanding entrepreneurs from different companies

• Business plan competition network dinner

Eligibility

Applicants may be individuals or teams of up to three participants. Team members may come from multidisciplinary backgrounds, including academia, business school, pre-law etc. All participants must be enrolled on an undergraduate or postgraduate course or be an early postdoctoral researcher (less than three years after obtaining the doctoral degree).

Applicants from an existing registered company are not allowed.

Submissions are limited to one per applicant per year.

Participants recognise that presenting at the Business Plan Competition constitutes a public disclosure.

How to participate?

• Submit your two page executive summary of the business plan to the organizing committee before the **15th December 2016**.

The Executive Summary should address the following issues:

• Company Summary

• Product(s) and/or Service(s)

• Market & Competition Analysis

• Strategy & Implementation

• Financial Plan

• Management Plan

The Executive Summary should be strictly limited to two pages of text (including any tables) and up to one additional page with figures (optional).

Formatting as follows: 12 pt Arial; single line spacing; 2.5 cm margins. Submissions not adhering to these guidelines will not be considered.

• The teams will be notified of the result of the evaluation by January 2017.

• In case of acceptance the team is invited to submit a complete presentation by the 1st March 2017, for which a template will be provided in due time.

Evaluation

The top five projects will be invited to present their product, based on the evaluation of the executive summary submitted, at the EMSF 2017 conference, to be held in Lisbon, Portugal from the 25th to the 28th April 2017.

The project will be evaluated in terms of the executive plan presented (50%) and the oral presentation (50%) given at the conference.

Executive Summaries will be evaluated based on the following:

Novelty - the technology or service is differentiable (and valued) in existing or future marketplaces.

Quality - vision, challenges, benefits well-thought out, fair-balanced, supported by date (or literature) and realistic.

Completeness - has well-developed elements necessary for business planning (management team, product explanation, benefits, market and competition analysis, regulatory and IP landscape, program management, etc.)

Jury and mentors

Steve Bowra - Phytatec, UK

Owen Catchpole – Callaghan Innovation, New Zealand

Youn-Woo Lee – Seoul National University Korea

Elvira Casas – AINIA, Spain

Jerry King - CFS-Critical Fluid Symposia, USA

Award

A prize of 1250€ will be given to the winning team of this competition.