



**TOGETHER**  
for a sustainable future

1966 - 2016

# UNIDO'S 50<sup>TH</sup> ANNIVERSARY GLOBAL START-UP BUSINESS PLAN COMPETITION

“Envisaging Our Sustainable Future”



UNIDO focusing on Sustainable Development Goals

**#SDG9:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

**TARGET GROUP: potential and existing entrepreneur(s), aged between 18-35, with a new business idea or startup in an early stage**

**DEADLINE FOR SUBMISSION: 23 September 2016**

The Global Start-up Business Plan Competition (GSBPC) aims to stimulate and unleash the spirit of entrepreneurship and innovation among aspiring and existing entrepreneurs with ideas that contribute to their personal economic benefit and towards developing their communities.

The GSBPC calls on potential and existing entrepreneurs to participate by submitting their innovative entrepreneurial ideas by means of a Business Plan Template, which will be reviewed by a team of experts.

A number of criteria will be used to assess the applications. It is important to adequately address each of these factors, in order to successfully present a well-rounded business plan. Further details are available in the Business Plan Template. The main points to focus on are:

- The business idea – uniqueness, viability, relevance;
- The product and services – description, impact, market need;
- Competitor analysis – description, opportunities;
- Target market - definition;
- Marketing plan – nature, relevance, objectives;
- Start-up costs and financials.

The three participants or teams with the best business plans will be invited to attend the prize-winners' event in Vienna on 21 to 25 November 2016, during the celebration of UNIDO's 50th Anniversary.

**THE THREE PARTICIPANTS OR TEAMS JUDGED TO HAVE THE BEST BUSINESS PLANS WILL RECEIVE THE FOLLOWING START-UP CAPITAL:**

- 1st Place: \$15,000
- 2nd Place: \$10,000
- 3rd Place: \$5,000

**ALL THREE WINNERS WILL ADDITIONALLY BE REWARDED WITH:**

- A UNIDO certificate;
- Increased visibility for their start-up;
- A round-trip from home country to the UNIDO Headquarters in Vienna, Austria;
- Accommodation and health insurance in Vienna (from the 21 to 25 November 2016).

**THE TOP 50 APPLICANTS WILL RECEIVE:**

Counselling and mentoring through UNIDO ITPO Bahrain (AICEI) for a period of 6 months.

**IMPORTANT: Before applying, please make sure you are able to adhere to the following requirements and responsibilities**

**APPLICATION PARTICIPATION CRITERIA:**

- Participants must be aged between 18 and 35;
- Open to (an) entrepreneur(s) with a new business idea or (an) existing entrepreneur(s) with a startup in its early stages;
- Participants must use the Business Plan Template;
- Open to individuals or teams of maximum 3 members;
- Applications must be completed in English;
- Applications must either be submitted through AICEI's registration form website <http://aicei.net/global-startup-business-plan-competition-registration-form/> or via email [business-plan@unido.org](mailto:business-plan@unido.org)

**APPLICATION EXCLUSION CRITERIA**

- The following individuals cannot participate, directly or indirectly, in the competition: employees of Organizers or its subsidiaries, affiliates, as well as companies wherein the above mentioned companies have an equity stake. Applications submitted for the competition that potentially conflict with any laws and/or the Organizers code of conducts will also be declined.
- Plagiarism of the business idea and/or elements of the business plan.
- Missing or misleading information in the application may lead to a decline of participation without further explanations.
- Failure to apply or submit the application before the indicated deadline.



## WHAT OTHER CONSIDERATIONS NEED TO BE TAKEN INTO ACCOUNT:

Selected applicants must:

- Be able to travel to Vienna (from 21 to 25 November 2016);
- Possess a valid passport for the duration of the visit and six months beyond the period of the trip;
- Be able to apply for and obtain a visa;
- Be able to support themselves financially during the duration of the stay in Vienna;
- Prepare a short presentation about their business plan to be delivered at the award ceremony.

## UNIDO'S POST-SELECTION RESPONSIBILITIES TO THE APPLICANT, UNIDO WILL:

- Provide an official invitation letter;
- Purchase travel tickets to and from Vienna;
- Provide health insurance for the duration of the stay;
- Arrange accommodation.

## SUBMISSION STEPS:

All interested entrepreneurs will submit their applications online; entrepreneurs are required to register on the below webpage to receive information and download the Business Plan Template. Submissions can be made either through AICEI's GSBPC registration form website or via email.

<http://aicei.net/global-startup-business-plan-competition-registration-form/>

By submitting the application, the applicant confirms their agreement to GSBPC terms & conditions.\*

Deadline for submission is 23 September 2016

Winners will be notified on 7 October 2016

For information on how to apply, please go to our webpage: [www.aicei.net](http://www.aicei.net),

Or email: [business-plan@unido.org](mailto:business-plan@unido.org)

Further inquiries will only be answered from the provided email contact

## PROCESS:

- A. Submission and Screening
  - Received Business Plans (using the Business Plan Template) will be screened based on the exclusion criteria defined, and sorted according to the mandatory and optimal requirements.
- B. Evaluation and Shortlisting:
  - A technical committee consisting of representatives and business counselors of the organizers ("Jury") will be assigned to verify and evaluate the applications
  - Members of this Jury may vary for each round, and will shortlist applications using the evaluation criteria (listed above), to arrive at the top 10 semifinalists.
  - Jury may require participants to provide additional information concerning their applications, and will contact such participants using the contact details included in the submission form (email, telephone number).
- C. Final Judging/Jury:
  - 5 to 6 judges will identify the top three finalists from the shortlist.
- D. Awarding Ceremony:
  - The award ceremony will be held in Vienna on 21 to 25 November 2016, during UNIDO's 50th Anniversary event.

## FURTHER CONSIDERATIONS:

- By submitting the application for consideration, the candidate attests that:
  - It is an original self-written business plan by him/her/them.
  - The business plan has not been submitted or published in the past.
- Participants whose contact information changes during the course of the competition are responsible for notifying UNIDO.
- UNIDO reserves the right to disqualify candidates who breach the competition criteria.
- Decisions taken by the UNIDO judges are final. Entrant agrees to comply with and be bound by the decisions of the panel of judges on all matters associated with the competition.
- UNIDO will pay for a round-trip air transportation via the most direct and cheapest route.
- Winners allow UNIDO to use their names, photographs and business plans for promotional and publicity purposes.



## \* TERMS OF USE:

- The participants declare that they have the absolute ownership of the project submitted for the competition and it is not subject to the conflict concerning intellectual and/or industrial property rights (trademarks, patents, copyrights, etc.).
- Participants agree to indemnify and not to hold GSBPC organizers, its affiliates and partners responsible in the event that a third party initiates any claim, lawsuit or complaint within any forum, whether judicial or administrative agency against GSBPC organizers, concerning or in connection with the above-mentioned rights.
- GSBPC organizers, its affiliates and partners shall not be held liable to the participants or others for the viability or results of projects, or participate in the ownership or management of the projects.

