

MIT \$50K Global Startup Workshop

Community, Connection & Collaboration

Panel 1: Challenge of the Start – Launching New BPCs

Moderator: Sharon Bamford; *Scottish Institute for the Enterprise*

Panelists:

Markus Wolf; *Netzwerk-Nordbayern, Germany*

Silvia Torres de Carbonell; *IAE*

Jorge Herrera; *Genera UC-Univ. Católica, Chile*

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The SIE Business Plan Competition



- **20 Local Competitions run by Intern network**
- **4 teams UG or PG nominated for National Competition**
- **Enterprise Academy**
- **15 Page Submission**
- **Pitching to Judges**
- **Award ceremony at Enterprise Summit**
- **Entry to UKSEC BPC**

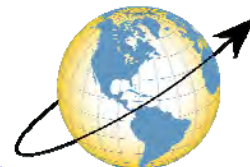


The Challenge of the Start

- **Rationale**
- **Write a plan for your BPC**
- **Structure and Timing**
- **Funding**
- **Marketing**
- **Judging and Mentors**
- **Feedback**
- **Alumni**

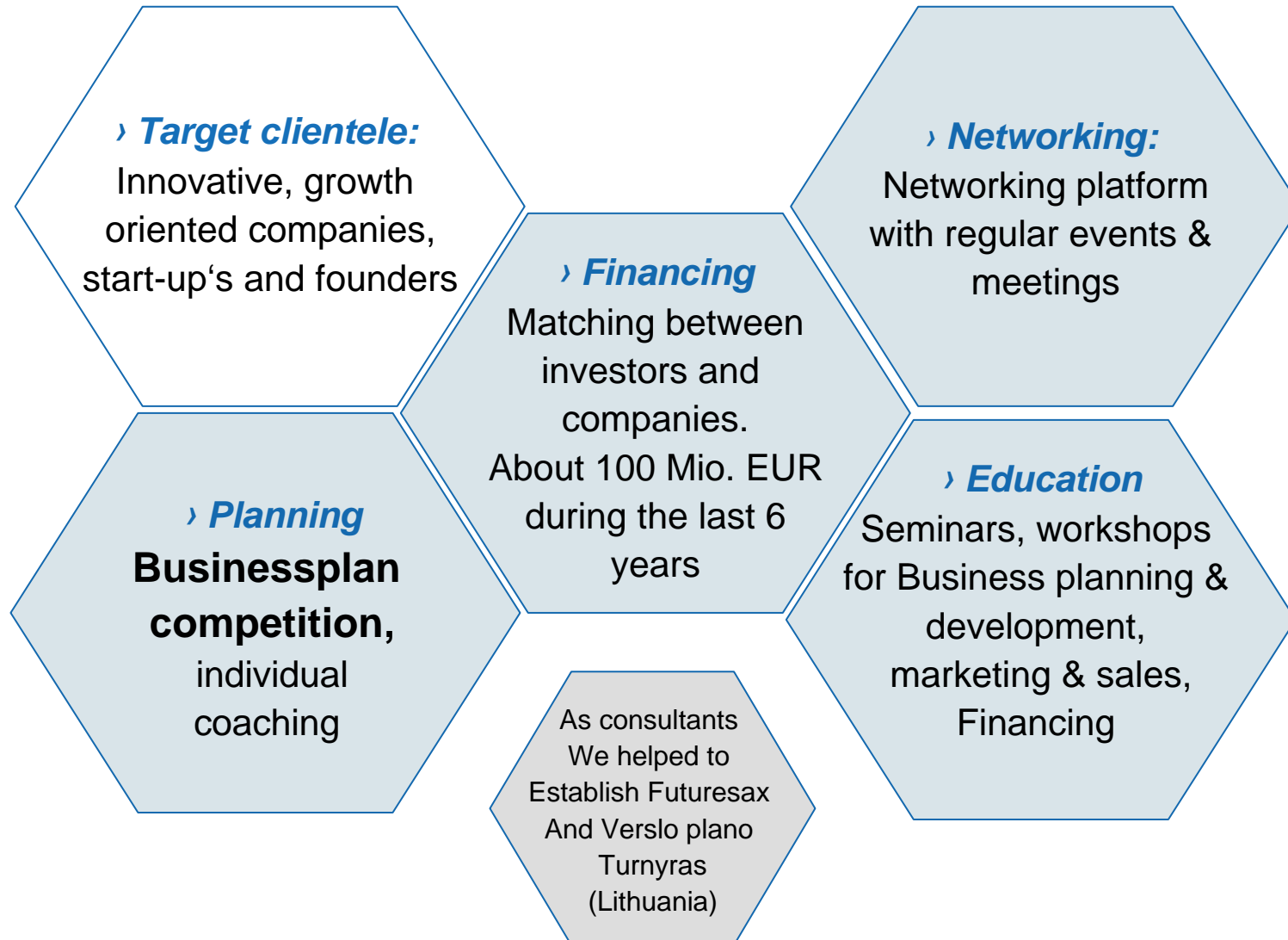
scottish institute for
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The business plan competition is „just“ the core of a business network



6 key tasks can structure the work of BPC organizers

Create an entrepreneurship network

- Universities
- Entrepreneurs
- Venture-capital-companies/Banks/Business-angels

Mobilisation

- Marketing materials
- Media planning
- Homepage

Education

- Review of existing educational offerings
- Development of an own education program

Coaching

- Winning external coaches
- Set-Up „hotline“ and online-support
- Individual support by your team members

External communication

- Public relations, marketing
- Own publications
- Involving politics

Execution of the competition itself

- Definition of evaluation criteria
- selection and coordination of jurors
- Management of the evaluation process
- Management of written feedback
- Provision of awards / trophies / money prizes

Managing the competition itself is just one piece of the puzzle

Challenges from *Emprende UC - Chile*

FUNDING

Lack of interest from potential sponsors to fund awards



Convince a strong company to attract others, hopefully a nation wide media publisher

ALLIANCES

Many parties within the University want to develop their own BPC



Develop a single (and strong) brand and align all parties around a single value proposition

Expand the academic reach and scope of the BPC



Publish a menu of topics, including speaker series, business plan written classes, on local news paper and connect with web page

Develop promising ventures



Reach industry leaders within strong local clusters and motivate them to innovate their business and give opportunities to executives

ACADEMIC

VENTURES

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CENTER FOR ENTREPRENEURSHIP

IAE



ESCUELA DE
DIRECCION Y NEGOCIOS
UNIVERSIDAD AUSTRAL



BUSINESS PLAN COMPETITION NAVES New ventures

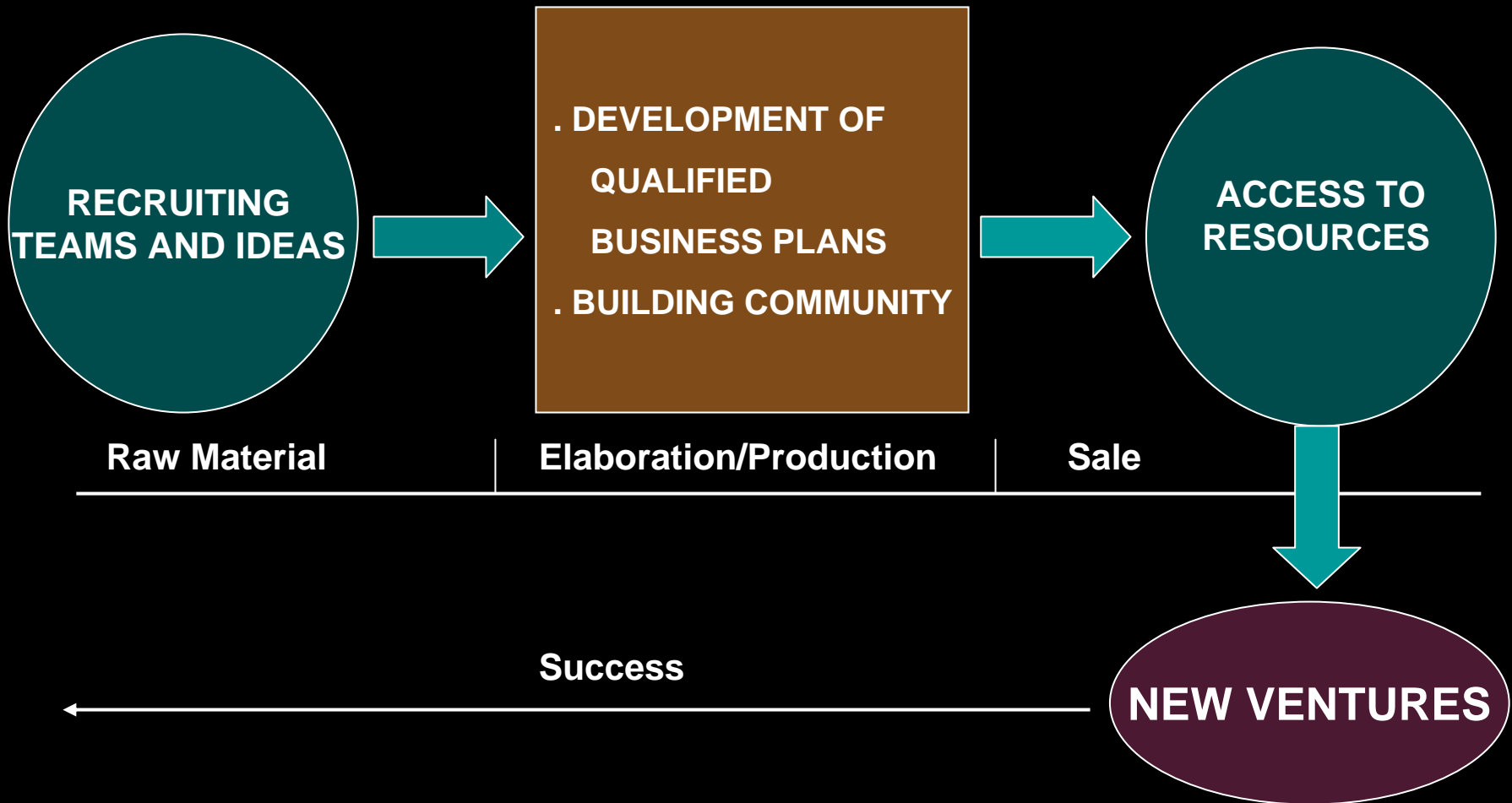
Buenos Aires
ARGENTINA
Prof Silvia de Torres Carbonell





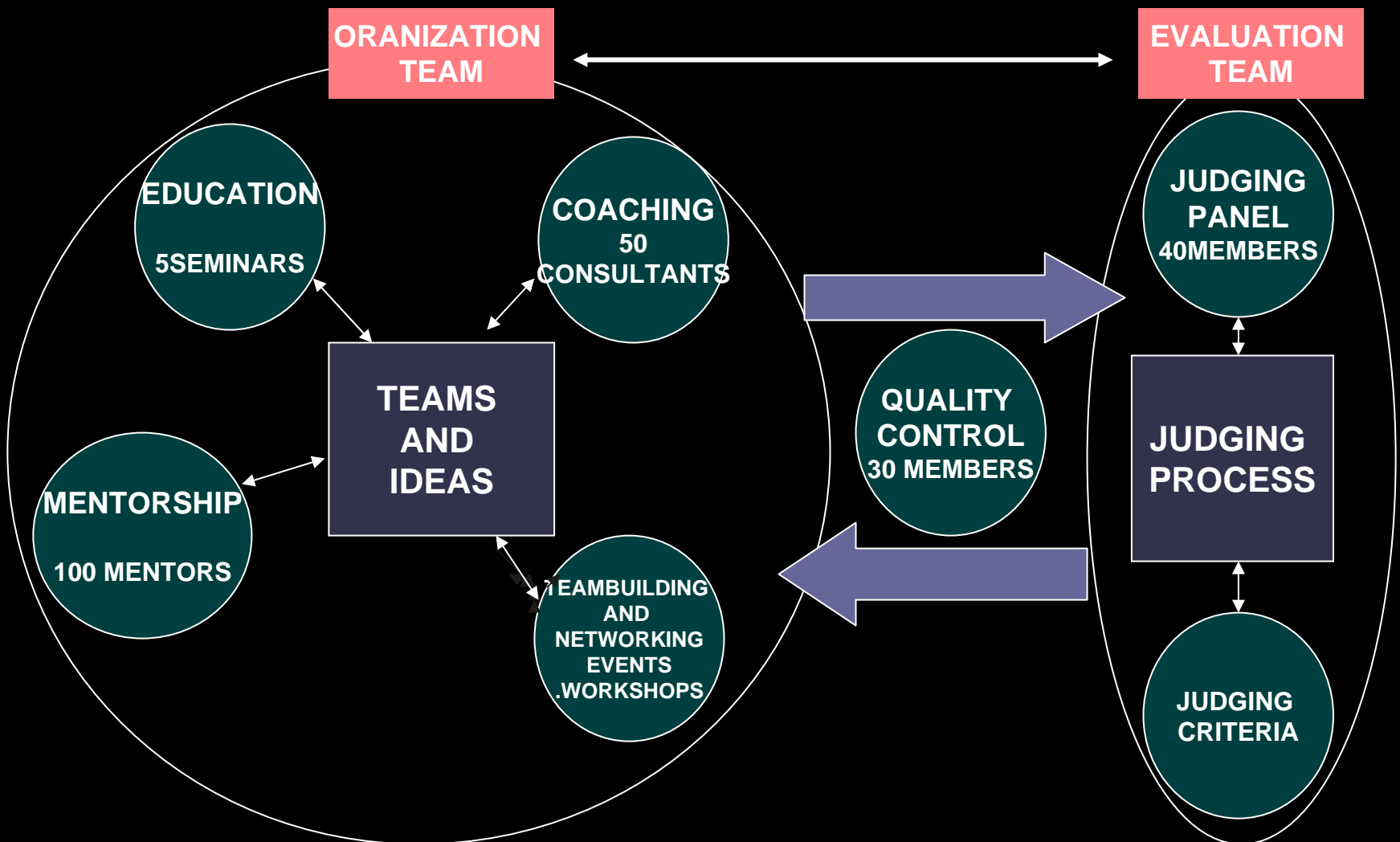
NAVES BUSINESS PLAN COMPETITION

- Structure...





NAVES BUSINESS PLAN COMPETITION: Developing qualified “BUSINESS PLANS” ...



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