



JULY 2018

WE LIVE TO YOUR BEST IDEAS

Winning the competition will give you the chance to see your idea developed into a real business by using your own ideas, technology, and skills. All ideas are welcome.

Objectives

- Test students' ideas in the real world
- Develop a business proposal for both investors and customers at business school and beyond
- Develop a business plan and a marketing plan, and a financial budget

Process

- Step 1: Submit your proposal to the school office on the 15th July
- Step 2: Develop your proposal from 15th July 2018
- Step 3: Final proposal submission on 28th July 2018
- Step 4: Final proposal review on 28th July 2018

Themes

Your ideas can be as simple as a new product or service



Environment



Community



Business



Worldwide



Join the innovative market place and network with like-minded investors, local experts, and mentors to develop your projects and give your ideas the chance to become real products, services or businesses.