#### **mci crEativity award 2023**

#### **THE BEST ENTREPRENEURIAL IDEA**

#### **ENTRY FORM / DETAILS OF ENTRANT**

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| **DETAILS OF ENTRANT\*** | |
| **Name (contact):** | |
| **Private address:**  street, city, ZIP code, country | |
| **Telephone:** | **Email:** |
| **MCI study program:** | |

\* In case of team submissions, please list the names of all participants on the last page.

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| **Details of the entrepreneurial idea** |
| **Title of the entrepreneurial idea:** |
| **USP of the entrepreneurial idea - describe the uniqueness of your idea in one sentence:**  *Here is an example for the description of a business idea on "sustainable outdoor clothing":*  *For outdoor enthusiasts (customers) who value environmentally friendly products (motivation), we offer waterproof and breathable garments (product/service) made of wood fibers (unique selling point) that feel like cotton clothing (result).* |
| Please submit your idea as a MS Word file by **March 24, 2022** to: **creativity@mci.edu** |

**NOTES FOR THE SUBMISSION:**

* The key questions on the following pages are for guidance in presenting your entrepreneurial idea.
* Entries will be assessed in two stages:

1st meeting of the jury: an independent jury identifies the finalists.  
The best entries will be invited to participate in an optional presentation training session for the second phase of the competition.

2nd meeting of the jury and presentations: May 5, 2023

This is followed by the official announcement of the best entrepreneurial ideas and the prize-giving ceremony.

* Any questions relating to the MCI Creativity Award 2023 should be addressed to [creativity@mci.edu](mailto:creativity@mci.edu).

#### **THE ENTREPRENEURIAL IDEA AND ITS POTENTIAL IN DETAIL**

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| **THE ENTREPRENEURIAL IDEA (max. 400 WORDS)** |
| **Key questions:**   * How would you describe your entrepreneurial idea? * What was the point of departure / background to the idea? * What is the current status of the proposal (initial idea, design phase, prototype, etc.)? * What is the driving force behind the idea for you or the team? * How do you intend to implement the idea? |
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| **BENEFITS TO CUSTOMERS (max. 200 wORDS)** |
| **Key questions:**   * What product or service do you intend to offer? * Who are the potential customers for your product / service? * Why will customers be interested in your product / idea? * What fundamental problem will your product / service solve for customers? * What are your customer needs in the context of your product / service? |
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| **MARKET POTENTIAL (max. 200 wORDS)** |
| **Key questions:**   * Can you describe the market / segment in which your product / service will offer benefits? * How big is this market / segment? * What are today’s trends on this market / segment? * Is this market / segment growing or shrinking? |
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| **COMPETITION (max. 200 WORDS)** |
| **Key questions:**   * Who are the players on this market / segment? * What competitive products or alternatives are there on the market? * What are the key arguments employed by other vendors? |
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| **DEVELOPMENT POTENTIAL: USP (max. 200 WORDS)** |
| **Key questions:**   * What is the innovative aspect of your entrepreneurial idea? * What is the advantage of your product / service compared to your competitors? * Does your idea have an USP? * How much of knowhow and time advantage do you have over imitators? |
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| **DEVELOPMENT POTENTIAL: risKS (max. 200 Words)** |
| **Key questions:**   * Create a SWOT analysis of your entrepreneurial idea. * How much time (months / years) and what resources (financial, personnel, equipment, etc.) will you need to implement the idea? |
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| **FinaNCING (max. 200 wORDS)** |
| **Key questions:**   * How do you finance your entrepreneurial idea? * Which steps are planned or necessary? |
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| **IMPLEMENTATION: (max. 200 Words)** |
| **Key questions:**   * Which steps for implementation are planned or necessary? |
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| **RESOURCES: (max. 2 Words)** |
| **Key questions:**   * Which resources or external competences do you lack for the implementation of your entrepreneurial idea? * Which steps are planned or necessary in order to integrate the identified resources or external competences into the implementation of your entrepreneurial idea? |
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| **ILLUSTRATION: (max. 1 PAGE)** |
| **Key question:**   * Please try to visualize your entrepreneurial idea with the help of schedules, sketches, templates or   similar to make it comprehensible and representable. |
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| **SPACE FOR YOUR COMMENTS** |
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**GOOD LUCK!**

**MCI | THE ENTREPRENEURIAL SCHOOL®**

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| **DETAILS Of TEAM MEMBERS** | |
| **Name:** | |
| **Private address:**  street, city, ZIP code, country | |
| **Telephone:** | **Email:** |
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