Extended CFE competition

Notice as at Sept 19 2022

**Dear Postgraduate & Executive Campus Students**

**EXTENSION for CFE Start-Up Competition to September 30th!**

**September 19, 2022**

https://www.ubss.edu.au/2022/december/cfe-start-up/

**Competition Guidelines**

**‘CFE Start-Up’**, from the Centre for Entrepreneurship at the Universal Business School Sydney (UBSS) and sponsored by the Institute of Managers & Leaders (IML) and MBA TV, is a unique competition for postgraduate UBSS students and Alumni of UBSS, focused on acknowledging and awarding innovative and entrepreneurial business plan concepts and proposals.

The **competition submissions**must be in the form of a written word document using our **ENTRY FORM**, *as attached,* or go here to find: https://www.ubss.edu.au/2022/december/cfe-start-up/

....describing the detail about your business proposal based on the **CRITERIA**noted below**.**If your submission reaches the top 6 finalist’s stage by our select judges you will be asked to create a verbal presentation pitch using a PowerPoint slideshow at our online CFE Start-Up Competition **‘Event’** scheduled for **Monday, December 12, 2022, from 6.30 pm ~ 8:45 pm.**

Submissions must be from ‘individuals’, not partnered proposals.

***The award categories are:***

1. ***Most Innovative Business Concept****– something new, something different, something that stands out from the current marketplace, a business and product(s) that will solve numerous problems for customers.*
2. ***Greatest Social Impact & Sustainability Business Model –****something that resolves issues relating to making the world or the community a better place, something that comforts an ongoing concern or awareness in our society, something that is sustainable and resolves any issues about saving the planet.*

**Contest winners** will receive an Award Certificate; a discount on one future subject selection at UBSS; complimentary access to an IML Virtual Leadership Workshop; a recommendation letter to a choice of your request;and two 30-minute mentorship sessions with a sought-after business executive associated with IML or an entrepreneur Fellow of the UBSS Centre For Entrepreneurship.

**Competition submissions MUST be received** no later than **FRIDAY, September 30, 5:00pm Sydney time**, and sent via email using the attached **ENTRY FORM** as a ‘PDF document attachment’. Please address your email to Adjunct Professor Art Phillips, Director - Centre for Entrepreneurship, UBSS, at [**cfestartup@ubss.edu.au**](mailto:cfestartup@ubss.edu.au)**PLEASE write Your Full Name/CFE Start-Up Competition 2022 in the email subject line.**

**Also, please title your PDF entry form ‘file name’ with Your Full Name/CFE Start-Up Competition 2022.**

**CRITERIA**

Entry submissions must include a 1000 ~ 1250 word-length detailed explanation, using our **ENTRY FORM***(attached),* describing the follow items:

• clearly describe your unique business concept (details about WHAT the business is, HOW will you do it, and WHY are you doing it)

• detail of the innovative product(s) or service(s) you are offering

• the benefits of your business and why you feel the product will make a difference in the world or in our community

• how you will launch the business and product with a unique marketing scheme

•  include who you feel your top 2 competitors might be, ones that you can compare your product with or a substitute for existing products in the marketplace

• describe why and how your business will gain positive momentum over the competitive market

• provide a brief profit margin forecast for year 1, e.g. an anticipated gross profit of X %, with a final   anticipated net profit of X%, and a projected growth in year 2 of X %

You should note which of the 2 categories you feel best suited for your business proposal, *however our judges have the right to place your submission proposal into either of the 2 categories that they feel best suited.*

**PROCESS**

The 6 finalists will be informed on **Tuesday, November 1** if they are chosen as a ‘finalist’, when they are required to begin preparing a compelling 8-minute business pitch about their business, to include the above **CRITERIA,**where you will also be required at that time to include a logo, a marketing mission/vision ‘combined statement’ (one ~  two sentences only), a slogan (3 or 4 words), a picture of sample product, if suitable. The presentation will include a verbal presentation pitch of 8-minutes maximum, using a PowerPoint slideshow converted to PDF for the presentation showcase of no more than 10 slides.

Each of the ‘6 finalists’ will present on camera to the 4 main judges via our zoom EVENT: **Monday, December 12, 2022, from 6.30 pm ~ 8:45 pm.**There will be an online audience for the event competition (via a link registration) which will also be recorded.

The presentations of 8-minutes each will be followed by a 7-minute Q&A from the main event judges (e.g. 15 minutes per finalist, as there are 6 = 1.5 hours of presentations + 20 minutes of profile guest speakers, and the announcement of our two winners in the final 10 minutes.

Following all presentations, the **main event judges** will head into a break-out room to discuss the presentations thoroughly and select the **two winners**, each aligned to ‘one’ of the categories at the judge’s discretion.

**JUDGING RUBRIC**

**1**Market Validation

**2** Business Model Positioning

**3** Unique Selling Attributes

**4**Detail and Creativity of Slide Presentation and Clarity of Discussion

**5** Professional and Compelling Delivery of Pitch

*Each criterion will receive a total of 20 points (e.g. 100 based).*

[**Watch Professor G’S video about the CFE Start-Up Competition**](https://www.youtube.com/watch?v=f4ZBNsiZmY8)

[https://www.youtube.com/watch?v=f4ZBNsiZmY8](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Df4ZBNsiZmY8&data=05%7C01%7CArt.Phillips%40ubss.edu.au%7Ca1319c63aa80433af19a08da7f2a8f06%7C1004a482ae1446b8b48a9b953954206f%7C0%7C0%7C637962118018681535%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=JRsbzRAOQDx04Few27EY6pbx6SmQMxA03qbDnbrhA%2Fg%3D&reserved=0)

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**Also, please title your PDF entry form ‘file name’ with Your Full Name/CFE Start-Up Competition 2022.**

***PLEASE USE THE ATTACHED ‘ENTRY FORM’ ONLY FOR YOUR COMPLETE SUBMISSION***

You can also find information and the entry form here:  **https://www.ubss.edu.au/2022/december/cfe-start-up/**

Best of luck everyone!

Sincerely,

Adjunct Professor Art Phillips

Director, Centre For Entrepreneurship (CFE)