

entré presents

START-UP CHALLENGE 2022

Entry Pack 2022



This entry pack contains:

1. Challenge Overview
2. Competition Stages
3. Key Dates
4. Application Contents
 - a. The Google Form
 - b. Cover Sheet
 - c. Short Video
5. Frequently Asked Questions

Challenge Overview

We are delighted that you are interested in competing in the Challenge! The entré Enterprise Launch Challenge is the flagship competition run by entré and offers entrants the chance to develop an existing business or idea.

The Challenge involves a weekend bootcamp at the end of the Semester break to get you started and meet your fellow cohort of founders. You will then progress through a series of workshops and a speed mentoring session to help you flesh out your target market and learn how to prepare a business pitch, among other valuable start-up related topics.

You will have the opportunity to learn from two mentors - an experienced business leader and a young entrepreneur such as yourselves. After polishing your pitch and developing your business plan or Lean Canvas, you'll pitch to a panel of judges in late September. Judges are really looking to see who has carved out their idea and gotten their hands dirty with some business validation to prove that there is a market for their idea. These judges will then decide upon the Challenge winners.

In traditional fashion, there will be first, second and third place winners and additional special winners such as the People's Choice Award. The winning teams will receive a share of a cash prize-pool and additional in-kind services from our sponsors!

In October, all competitors will come together for our Annual Awards Night, which is to celebrate all your hard-work and achievements. This is a great opportunity to get dressed up, reconnect with mentors and fellow competitors, and congratulate the Challenge winners.

We can promise you that this Challenge will be jam-packed with opportunities for you to develop both your business and entrepreneurial capabilities and build some relationships with other founders. You will meet experienced business and entrepreneur leaders, plus young founders such as yourself. Who knows, you might be developing New Zealand's next big thing!

We can't wait to see what you'll get out of the competition and where you will go.

Competition Stages

Application Stage

Challenge entries will formally open on **Monday 25th April** at 9 am. These entries must be submitted via an online Google Form and involves answering a few brief questions and attaching three documents, the instructions for which will be provided in following sections of this document. Applications will close **26th June** at 9 am.

These are the four things to submit as part of the application process. More detail about each is covered in following sections:

1. Google Form
2. Cover Sheet
3. Lean Canvas
4. Public Disclosure Statement

Ten teams will be selected from the application pool to compete in the competition proper.

You can find the entry form here: <https://forms.gle/o8cWY3nv89zv9Sgg5>

The link will also be published on our social media accounts.

If you have any questions regarding the application process or Challenge please email:

Alli at startup@entre.co.nz

or Ashlee and Jamie at startupassociate@entre.co.nz

Competition Stage

Ten successful applicants will continue onto the competition.

Note: Don't worry if you don't make it in this time, **all** applicants will be sent a Resources Pack which provides a whole range of tools, resources and support available to founders to help them develop their business. Additionally, applicants who don't make it into the competition proper will be able to book a one-on-one strategy session with this year's Start-Up Manager, Alli, to give them guidance on their next steps.

The start of the challenge will consist of a Bootcamp on the **23/24th of July**, evening workshops during Term 3 and a speed-mentoring session with industry professionals to assist in the development of the participants' business. Workshops will include market validation, networking, building a brand, preparing a pitch and will provide valuable tips and guidance to succeed in the competition. You or a teammate will need to attend at least 80% of these sessions to be eligible for prize money, and will need to attend the bootcamp also.

You'll be matched with two mentors - one industry professional and one young entrepreneur, such as yourselves. You will have one month (September) to develop your pitch, add more detail to your Lean Canvas or business plan and continue your market validation process. During this time you will be invited to attend a Top 10 networking night, where you can reconnect with various speed-mentors and industry professionals.

Competitors will add more detail to their Lean Canvas (see 'Lean Canvas' below), or your business plan, as the competition progresses, and develop your three-minute business pitch. Competitors will be able to demonstrate the progress you have made on your business since the Qualifying Round. Following the three-minute pitch will be a brief question and answer session, where you will demonstrate your knowledge of your business to the judges.

There will be a practice pitch on September 26th and you can use the feedback provided to refine your pitch and present it again on October 5th for the judges to decide the winners.

Competitors will also have the chance to film a 30-second video which will be posted on social media to win over the people and qualify for the highly coveted People's Choice Award.

The Challenge winners will be announced at our Annual Awards on the night of October 13th. Prizes will be distributed in accordance with the Rules and Guidelines. This event is a very special celebration of your achievements and to wrap up the year. It is sure to be an absolute highlight of the competition.

For the full list of key dates, see 'Key Dates' below.

Key Dates

April 25 Applications Open at 9 am

April 25 - June 3 Start-up Manager and Associates available to answer any questions about entry

June 26 Applications Close at 9 am

Top 10 Applicants Announced

July 23 & 24 Bootcamp for Top 10

July 25 Speed Mentoring

July 29 Mix and Mingle

August 1 Paired With Mentors

September 26 Practice Pitch

September 28 Practice Pitch Feedback

September 30 Networking Event

October 5 Final Pitch

October 13 Annual Awards Night

Note: These dates are subject to change at the discretion of the entré Organising Committee. Reasonable notice will be given to Competitors of any change to these dates.

Application Contents

1. The Google Form

Please complete the Google Form application and upload the following documents (Cover Sheet, Lean Canvas, Public Disclosure Statement) to your submission.

The Google Form can be found here: <https://forms.gle/xZEDq53E4FUDpuKcA>

2. Cover Sheet

Please fill out the cover sheet attached to the end of this pack. You will need to print it, complete it, and then scan it back. It can then be uploaded as part of your Google Form submission.

Note: You will need each of your team members, if applicable, to sign the cover sheet. The first person to list their name on the cover sheet will be the nominated 'Lead Competitor' through which communications between and entré the Team will be via.

3. Create a short video about what you want to get out of the competition

This doesn't need to be long, and preferably under a minute per team member. Just tell us what made you sign up and what you'd want to get out of it. This is your chance to show you're passionate about your idea and make an impression on those doing the selection process.

Frequently Asked Questions

What is the benefit of participating in a competition like The entré Enterprise Launch Challenge 2022?

The entré Enterprise Launch Challenge provides entrants with the knowledge, business contacts and financial support to take their innovative ideas to the next level – making their business a reality. These three things are incredibly hard to achieve on your own and entré will make them easily accessible through the professional development and mentoring programme. Not only that but you will be given the chance to meet new, like-minded people and create networks which you may never have come across otherwise. It is great fun hanging out with innovative and passionate individuals.

Will my Intellectual Property (IP) be protected?

Your IP is definitely protected! Entré will not take your IP – that is not the point of the competition. Entré exists to provide a forum to express your IP without losing control of it.

Who will see my entry?

The entré CEO, the Start-Up Manager and Associate and select professionals affiliated with entré. These people will have legal obligations not to disclose the information contained within your application. All parties sign legally binding Non-Disclosure Agreements.

Who owns the IP of your idea?

In short, yourself or your team. Entré follows the University of Canterbury regulations regarding Intellectual Property. Please visit: <http://www.canterbury.ac.nz/ucpolicy/index.aspx>

Must I be a student at the University of Canterbury, Ara or Lincoln?

Yes, in order to be eligible for this competition you must be a student at one of these institutions. Teams may contain students from a mix of institutes.

Does the idea have to be an “invention”?

Business success can come from any idea. It may be process improvement or a better way of doing something that people have not thought of. The idea can be serviced based like a website or communications service, or even a software as a service (SaaS). You may also like to pursue a non-for-profit charity concept.

If I enter the entré Enterprise Launch Challenge, can I enter the other entré challenges as well?

Yes, in fact, we encourage it!

Can I enter the competition as an individual?

Yes, however it may be in your best interest to find a team to spread the workload. Team members can be added during the competition, but must be proposed in writing to the Enterprise Launch Challenge Manager. We encourage both individuals or teams.

Can I enter more than once?

Developing a business is no small task, and a lot of dedication is required. For this reason, there is a limit of **ONE** application per person, whether that be as an individual competitor or part of a team. We promise we are doing this in your best interest, as nobody wants to see

you having a stressful and overwhelming experience trying to juggle two business ideas and prepare two 3-minute pitches.

How long does the competition run for?

The entré Enterprise Launch Challenge proper runs from July until October. Applications for the competition open on Monday 17th May and close Friday 6th June. Commitment is required if/once you are announced as a top 10 team member on June 10th. All workshops, mentoring sessions, and other Start-Up challenge events are considered compulsory unless a valid reason is given, and 80% attendance is required to be eligible for prize money. These will run until October.

What level of commitment is required to compete?

You get out what you put in. Those competitors who really dedicate the time to developing their business, writing a detailed Lean Canvas and business plan, and preparing a killer pitch, will be the most likely to reap the rewards. Judges are looking to see how much progress you have made between the qualifying and final pitch round. The great thing is, though, that the more passionate and excited you are about your idea, the more motivated you will be to put the work in!

How many hours of my week will the Competition take up?

This will fluctuate, but you should have no more than two hours of contact time each week throughout the competition (not including term break) and then the rest is up to you how many hours you want to put into it outside of this. It is likely that you will require at least an extra two per week to work on your Lean Canvas and prepare and practice your pitch.

I don't really know much about entrepreneurship, or if I have what it takes to be an entrepreneur - does this matter?

Not at all! Come as you are. In fact, we get a large number of product design, science and students from all various degrees apply, not just commerce students. The competition is designed to develop your entrepreneurial capabilities and business skills. We have an awesome executive team as well as supporters who are here to help and support your aspirations and growth.

The entré Enterprise Launch

Challenge 2022 Cover Sheet

Company/Team Name:

Date of Submission:

Competitor Details:

	Surname	First Name	Phone No.	Non-Uni Email
1				
2				
3				
4				
5				

Execution By All Competitors:

	Name	Signature	Date
1			
2			
3			
4			
5			