



## START CUP COMPETITION 2020/2021

### Entrepreneurship in the Mediterranean



## **Introduction**

The UNIMED SubNetwork on Employability is launching a call for applications for participation in the 2nd edition of the international competition “Entrepreneurship in the Mediterranean”.

The UNIMED SubNetwork on Employability aims to strengthen economic and social cohesion, by promoting, on the one hand, cross-border, transnational, and interregional cooperation, and on the other, sustainable local development.

The specific objectives of the SubNetwork are the following ones:

- **To gather and share information** directly with the main players in the sector, throughout the Mediterranean region and contribute to the creation of a dedicated database;
- **To carry out studies, analyzes and research documents** on the theme;
- **To encourage dialogue and mutual exchange** of information in order to create new networks, partnerships and develop joint projects in order to disseminate employment opportunities;
- **To organize international events** (workshops, seminars and conferences, summer schools and intensive doctoral courses) to improve the flow of knowledge and the exchange of experiences between researchers and faculties;
- **To promote the exchange of students and professors** at Masters and doctoral level, through the creation of programs and joint supervision of courses and through the creation of a series of seminars for members of the SubNetwork.

Among other activities, the **UNIMED SubNetwork on Employability** is launching this year the “**START CUP COMPETITION 2020/2021**”

## **Definition**

The « **Start Cup Competition 2020/2021** » follows the **Start Cup Competition 2019** and the **Start Cup RESUME 2018** which took place in Messina (Italy) in September 2018 as part of the RESUME project (<https://www.resumeproject.eu/>).

The « **Start Cup Competition 2020/2021** » is a competition of entrepreneurial ideas developed by university students enrolled in one of the universities around the Mediterranean. This competition aims to encourage participating teams from universities on both shores of the Mediterranean to present innovative ideas in the field of entrepreneurship.

**Each university can select only one team for the « Start Cup Competition 2020/2021 ».**

## **Place and date of the event**

The « **Start Cup Competition 2020/2021** » is organized jointly by UNIMED - Union of Mediterranean Universities and by the **Lebanese University**, coordinator of the **UNIMED SubNetwork on Employability**, with the collaboration of the **University Agency of la Francophonie - Moyen Orient**, the **European Training Foundation (ETF)** and the **International Training Center of International Labour Organisation (ITC-ILO)**.

The « **Start Cup Competition 2020/2021** » event will be hosted virtually by the Lebanese University (Beirut, Lebanon) on April 21, 2021 during a day dedicated to student entrepreneurship in Mediterranean countries.

## Selection criteria

### **The student:**

- Is enrolled in one of the universities on two shores of the Mediterranean that are partners of UNIMED or AUF for the 2020-2021 academic year, all faculties admitted.
- Is the bearer of an innovative project idea that meets a social or economic need.
- Take part in this competition with a single team (min 2 students and max 4 students per team).

### **The team:**

- Each team should indicate a team manager and a valid email address to which all correspondence regarding the competition will be sent.
- Each team can participate with only one “business idea”.
- The scientific committee has the right to exclude ideas that are not original or inconsistent with the objectives and spirit of the initiative.
- **Teams must not have created their start-ups yet**
- Participating teams can present their entrepreneurial ideas in French or English.

## Deadlines to remember and documents required

- On **February 2, 2021** each university will select a team from among the teams that will come to it. This team will represent the university in question at the "Start Cup Competition 2020/2021".
- On **February 18, 2021** each of the finalist teams participating in the “Start Cup competition 2020/2021” will present, under pain of exclusion from the competition, the following documentation:
  - Request to participate (<http://tiny.cc/startcup2021>) signed by the team leader and by a representative (professor) of the home university.
  - The registration certificates for the 2020/2021 academic year of all students participating in the competition.
- The first selection to announce the chosen teams will take place on **March 2, 2021**.
- Training for selected teams will take place on **March 8, 2021**.
- On **March 29, 2021**, each of the teams participating in the "Start Cup Competition 2020-2021" will present a Business Plan following the format that will be sent to all the universities participating in the competition.
- On **April 7, 2021**, the finalist teams will be selected and participate in a second training to help them prepare for their presentations on **April 9, 2021**.
- The following documents will be presented on **April 15, 2021**:
  - A Business Plan following the format that will be sent to all the universities participating in the competition.
  - A Pitch (PPT presentation) according to the format that will be sent to all the participating universities but with free choice for the design.
  - A Poster following the format that will be sent to all the universities participating in the competition.
  - **To download the documents, it is possible to use wetransfer.com by sending the**

message to the following address [start-cup.2021@ul.edu.lb](mailto:start-cup.2021@ul.edu.lb)

- The competition will take place on **April 21, 2021**

### **Jury**

For the evaluation of the finalist projects, a jury will be formed by members of UNIMED, AUF and ETF. Participation in the Scientific Committee does not provide for compensation. It is responsible for evaluating, in complete autonomy and discretion, the proposals submitted by the candidates for their admission to participation and for the awarding of prizes. The evaluation criteria are mainly originality, innovation, response to a need, economic feasibility.

### **Final price**

The team that wins the first prize at the “Start Cup Competition 2020/2021” will have a prize of EUR 1,000 offered by AUF - Middle East.

### **Confidentiality**

All parties involved in this competition in various ways in the organization and implementation of the “Start Cup Competition 2020/2021” (organizers, jury) will guarantee the confidentiality of the information provided by the participants.

The submitted entrepreneurial ideas and business plan documentation will be at UNIMED headquarters as the initiative coordinator.

### **How to participate**

Universities wishing to participate in the « Start Cup Competition 2020/2021 » can write to the following address [start-cup.2021@ul.edu.lb](mailto:start-cup.2021@ul.edu.lb) before February 2, 2021.