



## **Information and conditions of participation - UNIKAT 2020**

### **The competition**

The aim of the competition is to support the development of extraordinary and above all innovative ideas. Among other things, the ideas are tested for their entrepreneurial viability, which can be, but does not have to be, the first step on the road to a successful business start-up. The competition is intended to encourage the first intensive examination of the own idea.

In addition to the cash prizes for the first places, the participants can look forward to extensive support and mentoring from the UNIKAT team and its network of experienced founders and entrepreneurs from all areas of society. Each participant will be individually mentored and supported in their further steps.

### **The course of the competition**

#### **Step 1 - Writing the idea sketch**

Please describe your idea in a three-page idea sketch. In the sketch of ideas, the focus is on the precise presentation of the idea. Complete business concepts or even business plans should not be submitted. The idea sketch may not exceed three DIN A4 pages. Please refer to our "Guide to the Idea Sketch" for the development and description of your idea. You can find this at: [www.unikat-ideenwettbewerb.de](http://www.unikat-ideenwettbewerb.de)

Tip: Even before you submit your draft idea, take advantage of our support offers and optimise your draft idea together with the experts of the UNIKAT team (you will find information on this in the "Guide to the Idea Sketch").

sponsored by:





## Step 2 - Submission of ideas

To take part in the competition, please fill out the online registration form on the competition homepage and upload a sketch describing your idea. The closing date for entries is 31.07.2020 (23:59). Alternatively, you can also submit your idea by e-mail or by post.

## Step 3 - Evaluation of the ideas

All submitted ideas will be reviewed and evaluated by three experts in practice. All participants will receive written feedback after the competition.

## Step 4 - Presentation to the jury and pitch training - September 2020

The ten most promising ideas will be presented by the idea givers before an expert jury of representatives from practice. It depends on presenting yourself and the idea skillfully. Based on the idea and the presentation, the jury members decide on the placement of the participating teams. The jury meeting is expected to take place on 22.09.2020. In the run-up, there will be a workshop for the top ten ideas in which all the important tips and tricks for the presentation of ideas will be communicated (probably on 15.09.2020).

## Step 5 - Closing event - 22.10.2020

The three first-place winners and the winners of the special prizes will be ceremoniously announced at the closing event on 22.10.2020. In addition, all the top ten ideas will be presented live to the audience in a "60 second elevator pitch" by the creators of the ideas, who will then select a winner from the audience.

### At a glance:

Fri, 31.07.2020 Closing date (to be submitted: idea sketches + application form)

Tue, 22.09.2020 Presentation of the top ten ideas to the jury

Thu, 22.10.2020 Closing event with award ceremony

sponsored by:





### **The prices**

First prize	2.500 Euro
Second prize	2.000 Euro
Third prize	1.500 Euro
Special Award Social Entrepreneurship (see document)	2.000 Euro
Audience Award	Material prize

### **Further consulting services**

Not only during, but especially after the competition the participants benefit from the support offered by the UNIKAT team: In an intensive exchange of ideas, the ideas can be developed into sustainable business concepts and the foundation or implementation into application can be advanced. The UNIKAT team supports you in questions of product and business model development or even in financing the project.

### **Conditions of participation**

- The "UNIKAT 2020 Ideenwettbewerb" is open to all employees, students, graduates (up to 5 years after graduation) of all faculties of the University of Kassel as well as members of the Kassel Student Research Centre.
- Participation is possible both as an individual and as a team. Only one idea proposal per participant or per team is allowed.
- All formally complete applications, consisting of an application form and a sketch of ideas for business ideas that describe a product, service, process or the commercial use of research results, received until 23:59 pm on 31.07.2020 will be considered. Additionally submitted documents cannot be considered.
- The idea must not have already won a prize in any other ideas competition and must not have been supported with public funds.
- When submitting the idea sketch, the formal establishment of a company must not yet have taken place.

sponsored by:





- The ideas must have been developed independently by the participant and must not infringe the rights of third parties.
- The copyright and legal protection rights of the University of Kassel remain unaffected.
- The participants indemnify the organizer from all conceivable claims of third parties which could be derived from the submitted documents in the event of an infringement of any copyrights, statutory property rights, business secrets and other rights.
- The organizer assumes no liability for the statements of experts, jury members and other persons involved in the competition.
- Participation in the competition implies acceptance of the above conditions.

Important: Even with a successful participation in "UNIKAT 2020", participation in the business plan competition "promotion Nordhessen" is still possible.

### **Protection of ideas**

The organizer of the Ideenwettbewerb - UniKasselTransfer Incubator - assures the confidential treatment of the submitted ideas. All reviewers and jury members sign a non-disclosure agreement before viewing the idea sketches and guarantee confidential cooperation not only during the competition, but especially after it has ended. The organizer will not disclose the personal data of the participants to unauthorized third parties. After prior agreement, the participants in the competition declare their willingness to present the idea during the final event and press work. Legal action is excluded. In the absence of award-worthy contributions, no prizes will be awarded.

sponsored by:





## **Contact**

Please do not hesitate to contact us if you have any questions or need assistance with the competition and the entire process:

Sandra Wilhelm, UniKasselTransfer | Inkubator Management

Mail: [ideenwettbewerb@uni-kassel.de](mailto:ideenwettbewerb@uni-kassel.de)

Phone: 0561 - 804 7252

[www.unikat-ideenwettbewerb.de](http://www.unikat-ideenwettbewerb.de)

<https://www.facebook.com/UNIKATkassel/>

sponsored by:

