



Guidelines of the XVIII Annual Student Business Plan Competition

GOAL

To stimulate and nourish the student entrepreneurial spirit, and to encourage entrepreneurial ventures/activities among students from any major, and check students' business-ideas for realization capacity

COMPETITION PROCESS

- Students (including doctoral) from inside or outside of GSOM SPbU can participate in the competition.
- Teams might consist of **TWO to FOUR** members.
- All participants should register by completing an entry form (to specify the team members, contact information, project title and the business summary (a business idea brief description, limit in 150-200 words)) at the web-page of the competition www.gsom.spbu.ru/en/bpc
- All business plans must be submitted at the web-page of the competition www.gsom.spbu.ru/en/bpc **by 3 p.m. (Moscow time), November 01, 2016.**
- All business plans will be pre-tested for compliance with the requirements for the format and the content of the project; the works that won't meet the requirements will be rejected and won't take part in the competition, the authors will be notified of the rejection of their works.
- The judges will pre-select the top 20 out of the successfully pre-tested business plans and rank them. The results will be announced on **November 12, 2016.** The organizers will notify the first 10 teams on reaching the final phase of the competition. If any team cannot take part in the final phase, the next team in the rank of the top 20 will be invited.
- The top 10 teams will join the final competition and will make the oral presentation and present their idea in the format of "Elevator pitch" for 5 minutes.
- After the presentations the judges will make the final decisions about the winners and the award ceremony will take place.
- Winners in special nominations will be selected by sponsors themselves.
- The final competition and the award ceremony will be held on **November 25, 2016** in GSOM SPbU (address: 199004 St. Petersburg, Volkhovsky per,3, room 309).

PRIZES

First prize will be **RUB 120 000**, second prize – **RUB 90 000**; third prize – **RUB 75 000**.
The courtesy of [The Center for Entrepreneurship](#) (Moscow).

This year one special nomination is established:

"Best business plan in the sphere of social entrepreneurship" – **RUB 85 000**
The courtesy of [the Fund of Regional Social Programs "Our Future"](#).

All the participants who will be present at the award ceremony will get special gifts and certificates of participation in the XVII Annual Student Business Plan Competition from GSOM SPbU.
Members of the teams that will pass the pre-testing phase but won't be able to come to the final and award

ceremony on **November 25, 2016** may submit a request to bpc@gsom.pu.ru and get their certificates of participation in electronic form during one month after the competition final.

REQUIREMENTS FOR BUSINESS PLANS AND PRESENTATIONS

The main task of the business plan is to demonstrate the innovativeness of your business idea and its commercialization potential and the ability to meet customer needs.

Requirements for a business plan design:

- The title page should contain the following information: project name, names of participants (full), high school name, the year of study, name of the academic program, email and contact phone number
- Recommended font: 11-12 Times New Roman, 1,5 interval
- The total volume should not exceed 20 pages with all the references and applications. The judges will not consider projects that contain more than 20 pages
- Business plans can be submitted *in Russian or English*
- Format: Word or Adobe PDF

Requirements for a business plan content:

Each business plan should contain the following elements: brief description of the project, description of the product/service, market analysis, sales and marketing plan, competitors' analysis, description of the management team, financial and investment plan. Business plans should contain sufficient information for a convincing presentation of the idea. All the additional information should be presented in the appendixes.

Requirements for a business plan presentation:

While preparing the presentation for 5 minutes in the format "Elevator pitch" it is recommended to mention the following aspects: business model, unique offer (product / service), customer segments, distribution channels, customer relationships, revenue streams, main activities, key resources, key partners, cost structure. The first slide should contain the information with the project title and the names of all the participants.

HOW TO WIN

The judges will choose business plans where it is clear that a team understands its market, provides detailed evidence of potential success, and has dedicated members.

Main criteria:

- A business plan meets all the requirements of the competition
- Business idea developed in the business plan demonstrates its innovativeness, the ability to meet customer needs and has the potential for commercialization
- The business plan is complete and all conclusions are fully justified
- All statistics and facts used in the business plan are relevant and informative
- All financial calculations are correct

CONTACT INFORMATION

Competition coordinator: Eleonora Shmeleva

e-mail: bpc@gsom.pu.ru.

Detailed information and online registration form: www.gsom.spbu.ru/en/bpc

Group of the event on vk.com: <https://vk.com/bpc18>

Address: 199004 St. Petersburg, Volkhovsky per., 3, phone: +7 (812) 323 84 53



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