

*entré*

# STARTUP



# CHALLENGE

20TH MAY - 12TH JULY

[ENTRE.CO.NZ/STARTUP](http://ENTRE.CO.NZ/STARTUP)



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**The entré  
Start-Up Challenge 2020  
Entry Pack**



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## 1.0 The entré Start-Up Challenge 2020 Guidelines

The entré Start-Up Challenge is the premier competition run by entré and offers entrants the chance to rapidly develop an existing business or business idea. This includes creating and presenting a business plan as well as pitching to a panel of judges comprised of experienced business and entrepreneur leaders, whilst learning valuable business skills along the way.

The winning teams will receive a share of a prizepool which will include cash prizes and in-kind services. The winners of the competition will be chosen by a panel of judges who will make their decisions using a judging matrix which is attached and their discretion.

### 1.1 Competition Stages

#### Applications

Applications will formally open on May 20th for people who wish to participate in The entré Start-Up Challenge. These applications will be submitted via an online form and should be structured as recommended in this entry pack information pack and the online form. Applications close on July 12th.

The top 15 teams will be decided by the chosen judging panel and announced on the 16<sup>th</sup> of July. Applications should be structured as recommended in this entry information pack. All applications should be submitted online via google forms, found on [www.entre.co.nz](http://www.entre.co.nz) or on our social media platforms. You will receive confirmation of your application within 2 working days – if no confirmation is received please email [85k@entre.co.nz](mailto:85k@entre.co.nz).

#### Stage One

There will be 15 successful applicants who will continue into the next stage of competition. Stage One will consist of a series of workshops, online check-ins and mentoring sessions with industry professionals to ensure the development of the participants' business. Workshops will include speed mentoring as well as pitching tutorials. This will continue through July and August.

Competitors developing their business will prepare to draft a formalised business plan along with a pitch that will be presented to a panel of judges.

#### Stage Two

During stage two, the 15 teams are required to submit a business plan and present a 3 minute investment style pitch to the judging panel. From there, the winning top 5 ventures will be chosen. A short video summarising your venture will take place on pitch day also which will be used on social media for peoples' choice award.

The winners will be announced at our Annual Awards on the night of 7th October. Prizes will be distributed in accordance with the rules and guidelines.

## 2.0 The entré Start-Up Challenge Cover Sheet

<b>Company/Team Name:</b>
<b>Date of Submission:</b>

### Competitor Details:

	<b>Surname</b>	<b>First Name</b>	<b>Usercode</b>	<b>Phone No.</b>	<b>Non-Uni Email</b>
<b>1</b>					
<b>2</b>					
<b>3</b>					
<b>4</b>					
<b>5</b>					

### Execution By All Competitors:

	<b>Name</b>	<b>Signature</b>	<b>Date</b>
<b>1</b>			
<b>2</b>			
<b>3</b>			
<b>4</b>			
<b>5</b>			

## 3.0 Lean Canvas Guide 2020

### 3.1 Main Points

- Use the lean canvas template attached **at the end** of this entry pack as a guide. Fill out the headings with as much detail as possible.
- Use the issues listed in each section as a guide but do not feel you have to cover these or respond to them as they are written.
- Please include a paragraph that can be used as a “Public Disclosure Statement”. This should detail the venture but avoid giving away any confidential or commercially sensitive information about your venture.

### 3.2 Lean Canvas Content and Style

- The Lean Canvas is a template which should address both the product and the market of your venture. Each section can be regarded as ‘building blocks’ for your chosen venture.
- It is understandable if you are unable to complete all sections to a high detail at this stage. The content included in the sections of the template will be taught during the workshops in the competition.
- It may be helpful to do the Lean Canvas template in the following order if you wish:

Problem;  
Customer segments;  
Unique value proposition;  
Solution;  
Unfair advantage;  
Revenue streams;  
Cost structure;  
Key metrics;  
Channels.

### 3.3 Public Disclosure Statement

**(Max 150 words)** A Public Disclosure Statement must be included at the start of the written summary in your Stage One Entry. The Public Disclosure Statement is a brief paragraph that describes the venture but does not include any commercially sensitive or confidential information. It must capture the reader's interest and leave them interested in knowing more. **Please think carefully about what is included**

here, as it will be published by entré.

## 4.0 Challenge Rules 2020

Please find the rules online at [www.entre.co.nz/startup](http://www.entre.co.nz/startup)

## 5.0 Frequently Asked Questions

### **What is the benefit of participating in a competition like The entré Start-Up Challenge 2020?**

The entré Start-Up 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 judges, the entré CEO, and the Start-Up Manager on the entré Organising Committee. These people will have legal obligations not to disclose your entries. All parties sign legally binding non-disclosure agreements.

### **Who owns the IP?**

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 either 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 also be serviced based like a website or communications service. You may also like to pursue a non-for-profit charity concept.

## **If I enter The entré Start-Up Challenge, can I enter the other entré challenges as well?**

Yes!

## **Can I enter the competition as an individual?**

Yes for the first stage, however for the second application we strongly recommend you have two or more team members. Team members can also be added during the competition but must be proposed in writing to the Start-Up Challenge Manager.

## **Can I enter more than once?**

You can enter as many times as you like for the The entré Start-Up Challenge but you must be aware that there may be a lot of work involved for this competition. We think this may make it tricky with regard to team dynamics, consider the competitiveness of the programme.

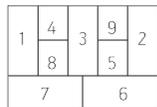
## **How long does the competition run for?**

The overall process of the The entré Start-Up Challenge runs from May until October. Applications for the competition open on May 20th and close July 12th. Commitment is required if/ once you are announced as a top 15 team member on July 16th. All workshops, mentoring sessions, and other Start-Up challenge events are considered compulsory unless a valid reason is given. These will run until October 7th, which is the evening of the Annual Awards whereby the challenge winners are announced.

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

Not really! You need to know that this competition requires commitment, hard work, a willingness to learn, and passion. Apart from that, you can come as you are. We have an awesome executive team as well as supporters who are here to help. Throughout the competition we will provide you with workshops, development sessions, and knowledgeable mentors, and our great Centre for Entrepreneurship staff members here at UC are always keen to answer your questions provide feedback.

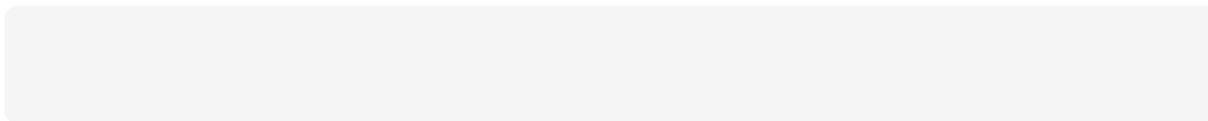
<b>PROBLEM</b> <i>List your top 1-3 problems.</i>	<b>SOLUTION</b> <i>Outline a possible solution for each problem.</i>	<b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	<b>UNFAIR ADVANTAGE</b> <i>Something that cannot easily be bought or copied.</i>	<b>CUSTOMER SEGMENTS</b> <i>List your target customers and users.</i>
	<b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i>			
<b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i>	<b>HIGH-LEVEL CONCEPT</b> <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i>	<b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i>		
<b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i>			<b>REVENUE STREAMS</b> <i>List your sources of revenue.</i>	



CANVAS FILL ORDER



RISK ITERATION PATH



# Lean Canvas

Created by Spark59 // Online version available at [www.leancanvas.com](http://www.leancanvas.com)