

## **Recognizing the best student start-up by AHEAD/ICTA during the Global Entrepreneurship Week (GEW) on 14th to 20th November 2022**

**Participants:** Any undergraduate or immediate past undergraduate from the 17 state universities and 6 non-state HEIs (maximum of 2 start-ups from each entity)

**Coordinating body:** The University Business Linkage (UBL) or Higher Education Institution-Society Linkage (HEI-SL) Cell

**Requirement:** A video/presentation of 3 minutes about the start-up, followed by Q/A for 5 minutes

**Date and time of the virtual event:** November 15 2022, 9 to 11 am via Microsoft Teams

**Audience:** Evaluators only (Maximum of 3)

**Deadline for submission of videos/presentation:** November 8 2022

**Reward:** A certificate of participation for all and a special certificate of recognition for the first 3 places

### **Evaluation criteria: (total out of 50)**

1. The Problem: Solution to a real, current problem (5 marks)
2. The Feasibility: Prototype or beta version is available and information about feasibility on a large scale (5 marks)
3. Uniqueness: Unique Selling Proposition or what makes you unique (10 marks)
4. Scalability: Expansion to foreign markets (10 marks)
5. Business model: Feasible business plan and financial plan or Registration and Company structure (5 marks)
6. Market and competition: Information about the sales so far and competing brands (10 marks)
7. Any previous awards: (5 marks)

**Back ground:** Global Entrepreneurship Network (GEN) undertakes projects and Celebrating Entrepreneurship with Global Entrepreneurship Week (GEW) on 14th to 20th November 2022 programs in 180 countries around the world to have a positive impact on businesses and to help people establish and expand businesses anywhere in the world. by strengthening the link between collaboration and efforts among entrepreneurs, investors, researchers, and so on.

**Global Entrepreneurship Week (GEW)** is one of the flagship events of GEN. GEW will be run in 200 countries by 20,000 partners, conducting 40,000 activities together with 10 million people. GEW takes place in ecosystems around the world from **November 14th to November 20th, 2022**. GEW is a large global initiative that celebrates and empowers entrepreneurs in every country and community. Every November, tens of thousands of activities, competitions, and events motivate 10 million people to act and offer them the information, experience, and contacts they need to succeed.