

GEW 2018 Youth Entrepreneurship Pitching Event: "Start and scale-up for SDGs"

BACKGROUND

On the occasion of the Global Entrepreneurship Week, the United Nations Conference on Trade and Development (UNCTAD), in collaboration with the World Intellectual Property Organization (WIPO), the International Organization for Migration (IOM), the Politecnico di Milano and Capacity, are pleased to request nominations for a prestigious Youth Entrepreneurship Pitching Event entitled "Start and Scale-up for SDGs".

Young entrepreneurs from around the world are invited to pitch business ideas contributing to the Sustainable Development Goals (SDGs). A selected panel of impact investors and experts from ONE CREATION will provide feedback on how to promote sustainable and inclusive growth through entrepreneurship. Nominations from young migrant entrepreneurs are particularly encouraged.¹

10 Selected candidates will have the opportunity to showcase in Geneva their business idea to a targeted audience of impact investors and sustainable finance partners. Candidates in the scale-up competition will have the opportunity to win an equity fund of US\$ 15,000, while candidates in the start-up competition will have the opportunity to win a grant of US\$ 5,000. The prizes are sponsored by ONE CREATION, a Swiss Investment cooperative whose commitments reflect the combination of social, economic and environmental priorities.

Participants will receive individual feedback by experts from ONE CREATION and gain valuable insights into what impact investors value most. They will also have the opportunity to attend a customized workshop on intellectual property provided by WIPO and coaching sessions on resilience and leadership skills provided by FlowInAction, as well as a wide variety of other events organized in Geneva during the Global Entrepreneurship Week, on 12-16 November, 2018.

Each candidate should provide the information specified in the application form below, including a picture of herself/himself and of her/his business, before 1 September 2018 to the following email address: empretec@unctad.org

¹ IOM Glossary of Migration, broadly defines a 'migrant' as *Any person who is moving or has moved across an international border or within a State away from his/her habitual place of residence, regardless of: (1) the person's legal status; (2) whether the movement is voluntary or involuntary; (3) what the causes of the movement are; or (4) the length of the stay is, and for whom, at the time of moving, imminent return was not envisaged or possible.*

Eligibility criteria for applications

- Candidates must be aged between 15 and 34.
- Candidates may apply to the start-up or the scale-up competition, based on the following criteria:
 - Start-up competition: Business ideas, concepts and/or prototypes must be at the very initial stages of development (1-12 months)
 - Scale-up competition: Established businesses must have been at least one year in operation (12 months+).
- All ideas, concepts and/or businesses must aim to contribute to at least one of the United Nations' 17 Sustainable Development Goals. More specifically, ideas, concepts and/or businesses must embed elements of sustainability, either in the resulting final product or service, or in the process used to make the product or deliver the service.
- Two kinds of Entrepreneurship ideas will be specifically encouraged (i) Proposals from young migrant/refugee entrepreneurs are particularly encouraged.² (ii) proposals that provide specific attention to climate change solutions, sustainable environmental management and solutions for sustainable natural resource use
- Applicants must disclose funding already received at the time of applying.

² Proposals in the migrant category will include a migrant; a returning migrant; In partnership between persons of native and migrant origins; A non-migrant person but whose business aims at empowering migrant economic and/or social inclusion.

Selection criteria

- A. Ideas, concepts and/or businesses with clear elements of sustainability will be valued the most. The ideas and concepts for products, services or value propositions need to make an obvious contribution to achieving one of the 17 Sustainable Development Goals. What will the impact on society be?
- B. Besides the main aforementioned aspect of sustainability, the following criteria will be used to select the applicants invited to the pitching event.
- Customer needs to be clearly identified (*needs*)
 - How is the product or service going to add value for customers? Which of the customers' problems is the product/service going to solve?
 - Business model (*approach*)
 - How will the product or service generate revenue? (sales, subscription, advertisement, etc.). How much does it expect to sell in the first year of business?
 - Differentiators identified (*differentiation*)
 - How is the product or service different from or better than the existing products or services offered by other, competing businesses for the same customers? What is the competitive advantage that allows the business to outperform / do better than competitors? (patent, algorithm, unique service model, etc.)
 - Initial market identified, and sufficiently large and growing (*competition*)
 - Who will be buying the product or service? How big is the existing market? What is the potential scalability of the business?

APPLICATION FORM

1. Business profile

Name of applicant	
Title/position of applicant	
Name of company	<i>(if applicable - business ideas at an advanced stage of development are also accepted)</i>
Postal address, City, Country	
Telephone number	<i>(direct line)</i>
Email	
Website	<i>(if applicable)</i>
Is your business legally registered?	<i>(if applicable)</i>
How many years has this business been in operation?	<i>(if applicable)</i>
How many employees do you have?	<i>(if applicable)</i>
Have you already received any funding from other institutions?	<i>(if yes, please specify what kind of funding and from whom)</i>

I am applying for :

- The Start-up for SDGs competition
- The Scale-up for SDGs competition

I am a migrant/refugee entrepreneur :

- Yes
- No

If YES, my country of origin is _____ and I live in _____ since the year _____.

I am a returning migrant³:

³ A migrant who has lived abroad for more than one year and is coming back.

- Yes
- No

I am a not a migrant but am parterning with an entrepreneur of different origin :

- Yes
- No

I am not a migrant but my business aims at empowering migrant or refugee economic and/or social inclusion

- Yes
- No

2. Sustainability and Societal Impact

Please describe how your business contributes or will contribute to improving social/environmental sustainability.

100 words maximum

Please describe how your business impacts or will impact your community development.

100 words maximum

Please describe how your business is relevant to migration?

100 words maximum

Please describe how your business contributes or will contribute to the Sustainable Development Goals (SDGs, <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>) adopted by the United Nations and to which goals, in particular.



100 words maximum

3. Market

Please describe your products or services and the benefits customers may gain from them, i.e. customers' needs that you meet or customers' problems that you solve.

250 words maximum

Please describe who your target customers are and where they are located.

50 words maximum

Is there an aspect of your business or idea that makes it superior or unique (different) in the marketplace? Why does it address customers' needs and problems better than competitors? How does it outperform existing products or services?

250 words maximum

What is the size of the market (for example, report the overall number of customers that you and your competitors are serving, or the overall volume of products or services demanded by the whole market)?

25 words maximum

Please describe the current market situation (including market growth) and your major competitors (both current and potential competitors).

150 words maximum

How do you sell, or will you sell your products/services? How will you reach your customers and collect revenues from them?

50 words

Who are your key business partners?

50 words maximum

What is the potential scalability of your business operations?

250 words maximum

4. **Future plans**

What do you see in the future for your business? Have you prepared a formal business plan?

150 words maximum

What short- and long-term goals have you set?

150 words maximum





What are your main 3 (or 5) success factors that will enable you to reach these goals?

150 words maximum

5. **Business Model Canvas (Simplified)**

Based on the following diagram, please fill the following simplified business canvas (for more information on the “Business Model Canvas” watch the video <https://www.youtube.com/watch?v=QoAOzMTLP5s>):

Sustainable Business Model

 <p>Value Proposal</p> <p>What value does it have ...for the founder? ...for the customers?</p>	 <p>Value Chain Structure</p> <p>How does the company provide the value? How and who provides the service? How does the service reach the customers? (Keyword: Sales)</p>
 <p>Profitability Model</p> <p>How is it possible to make profit with the chosen implementation plan?</p>	 <p>Social and Ecological Sensitivity</p> <p>What social and ecological responsibility does the business take?</p>

Source: Lindner, J., Föhlich, G. (2014): *Start-up-Projekt*

In forwarding this nomination form to UNCTAD, the candidate acknowledges the accuracy of all information it contains. The candidate authorizes UNCTAD to reproduce and publish the nomination. Applicants must be aware that if the application being submitted contains material that could be protected by an intellectual property right, its prior disclosure to the public could potentially destroy that eligibility for certain intellectual property rights. In case of doubt, please take appropriate steps to protect the contents of your application and/or seek legal advice before making your submission.

Nomination submitted by:

Signature

Place and Date

Annex 1

Eligibility Criteria for Applicants

- Candidates must be aged between 15 and 34.
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Two kinds of Entrepreneurship ideas will be specifically encouraged (i) Proposals from young migrant/refugee entrepreneurs are particularly encouraged.⁴ (ii) proposals that provide specific attention to climate change solutions, sustainable environmental management and solutions for sustainable natural resource use

- All applications must only be submitted using the attached form. No other formats or attachments will be accepted.
- Candidates must disclose any funding already received at the time of applying.

⁴ Proposals in the migrant category will include a migrant; a returning migrant; In partnership between persons of native and migrant origins; A non-migrant person but whose business aims at empowering migrant economic and/or social inclusion.

Annex 2

Evaluation sheet

Criteria	SCORE				
	LOW	>>>			HIGH
	1	2	3	4	5
A. Sustainability					
[A1] The idea, concept or business shows clear elements of sustainability					
[A2] The product, service or value proposition contributes to achieving one of the 17 Sustainable Development Goals, i.e. there is an obvious link between the product/service/value provided and at least one SDG					
[A3] The idea, concept or business will likely have a positive impact on society (e.g. vulnerable groups, local communities, environment, peace, etc.)					
Total A. Sustainability [A]=SUM(A1; A2; A3)					
	LOW	>>>			HIGH
	1	2	3	4	5
B. Business model					
<i>B1. Needs</i>					
[B1.1] Customers' needs are clearly defined and addressed					
[B1.2] The problem/issue is compelling/relevant for customers					
[B1.3] There is clear evidence of how the product/service will add value/solve the issue for customers					
<i>Total B1. Needs [B1] = AVG(B1.1; B1.2; B1.3)</i>					
<i>B2. Approach</i>					
[B2.1] It is clear how the service/product will generate revenue					
[B2.2] Short-term goals of business are sound, realistic and sensible					
<i>Total B2. Approach [B2] = AVG(B2.1; B2.2)</i>					
<i>B3. Differentiation</i>					
[B3.1] Current and potential competitors have been identified					
[B3.2] The competitive advantage of the presented idea/concept/business stands out					
<i>Total B3. Differentiation [B3] = AVG(B3.1; B3.2)</i>					
<i>B4. Competition/market</i>					
[B4.1] Target market identified (i.e. who will buy the product/service)					
[B4.2] Existing market identified (i.e. how big the market is)					
[B4.3] Potential scalability of business operations					



Total B4. Competition/market [B4] = AVG(B4.1; B4.2; B4.3)					
Total B. Business model [B] = SUM(B1; B2; B3; B4)					
Total score = SUM(A;B)					