

Announcement of the "Start Your Business" Competition at Masaryk University 2025

I. Basic Information

Competition Organizer

The Start Your Business competition (hereinafter referred to as competition) is held by Masaryk University (hereinafter referred to as MU) – a public university. The Guarantor of the competition is Ing. Monika Jandová, Ph.D., vice-rector for personnel policy, lifelong learning and sustainability MU.

Implementation

The investigator is the Technology Transfer Office MU, the contact person for all the competition-related matters is Ing. Jana Joklová Kaňová, Ph.D. (joklova@ctt.muni.cz).

Partner

The South Moravian Innovation Centre, z.s.p.o. (hereinafter referred to as JIC) is the competition partner.

Subject of Competition

The competition aims to support student ideas and develop them by means of financial support and potential mentoring, regardless of the final legal form of the competition's final outputs.

Student Idea

For the purpose of this competition, a student idea is an idea that leads to the development of an idea, i.e. an improvement – it either brings something entirely new or improves on the existing. Such improvement should then be implemented from a technical, practical or economic point of view.

Competition Participant (Entrant)

The competition participant is a team. For the purpose of this competition, the teams consist of one to four students (hereinafter referred to as the "team"). For the purpose of this competition, persons who finished, interrupted or terminated their studies during the course of the competition are not considered students. Should any team member finish, interrupt or terminate their studies in the course of the competition, their participation in the competition ends. By taking part in the competition, the participant acknowledges these rules and undertakes to observe them.

Team Representative

In case the team consists of more members, it nominates one of its members to represent the team (hereinafter referred to as the representative). The representative is responsible for the team's actions. The representative has to be a MU student.

Expert Committee

In order to evaluate the competition objectively, the organizer appoints an expert committee comprising the representatives of MU, JIC and other potentially invited experts or partners of competition.

Evaluation

The essential criterion for evaluating the student ideas is the team's ability to develop the idea in the course of the competition. Efficient use of the entrusted funds and recommendations of the expert committee and mentors are taken into account.

Form of Competition

The competition is held as a face-to-face event. In case the external circumstances limit or exclude the personal attendance of the participants, the individual phases can be carried out on-line/remotely.

Participation Costs

The participants cover the costs of taking part in the competition.

Intellectual Property, Personal Data and Confidentiality

All the facts, information and data included in the materials presented by the participants during the course of the competition remain their property – the participant can publish or use them anywhere else.

Each participant of the competition, MU, JIC and other potentially invited experts commit themselves to maintain confidentiality regarding all the facts, information and data they receive and use them solely for the purposes of the competition and its progress. Even if the provider of the public funds related to the competition requires otherwise, the participant retains the intellectual property rights to the information, related materials and data.

MU and JIC undertake to use the obtained personal data solely for the purpose of the competition and promotion thereof in accordance with the relevant regulations and privacy policy that are accessible at <https://www.muni.cz/en/about-us/official-notice-board/personal-data-protection>.

II. Conditions and Course of the Competition

Registration

To participate in the competition, a team has to register between **9 December 2024 and 31 January 2025** by filling in the on-line form at <https://podnikavost.muni.cz/start-your-business>, this way, a team can enter their student idea into the competition. The representative carries the registration on behalf of the whole team. As part of the registration, the team consents to the course and the conditions of the competition.

The selection of the student ideas for the 1st round of the competition

The organizer, in accordance with the expert committee's recommendations, will choose student ideas that will enter the 1st round of the competition **no later than on 14 February 2025**. The criteria for being selected are meeting all the registration-related formal requirements, content quality and appeal of the given student idea. The teams will be informed about their entering the 1st round.

1st round – Presentation and Discussion

Within the 1st round of the competition, the teams will present their ideas to the expert committee. The committee will take into consideration the application form and the mandatory annexes provided during the registration. The criteria for being selected are an evaluation of the quality of the business plan regarding the given idea, its potential, feasibility and attainability of its goals (understanding the market and potential customers, competitiveness/innovation, sustainability, allocation of key roles within the team). Another criterion is the team's ability to present the idea and communicate with the expert committee. The presentations will take place by the end of February 2025. The teams will be informed of the date.

- 1) Presentation (max 5 min.) of the student idea following this structure:
 - a. introducing the team (its members and their know-how),

- b. presenting the business plan regarding the given idea, the problem it addresses, and its potential customers,
- c. presenting the market research and the findings thereof,
- d. presenting the business model,
- e. presenting the action plan for the following three months,

2) Discussion (10 min.) based on the expert committee's questions and feedback.

A selection of the most interesting student ideas to enter the 2nd round

In accordance with the expert committee's recommendation, the organizer will shortlist the student ideas that will proceed to the 2nd round of the competition based on the 1st round of the competition. The teams will be informed of their progression to Round 2. Each team whose idea advances to Round 2 of the competition will receive a grant up to CZK 10 000 to develop their idea further.

2nd round – finishing and submitting the business plan regarding the student idea, final presentation.

By 31 May 2025, the organizer, in accordance with the expert committee's recommendations, will carry out the final selection of the student ideas with the best-implemented business plan and potential for further development. The criteria for being selected are the quality of the team's work during the 2nd round, the team's potential, the business potential of the idea and its feasibility. The expert committee base their recommendations on the documents submitted by **25 April 2025**, which reflect the following:

- any significant milestones that were reached since the registration of the student idea, in what ways has it changed and advanced
- to what extent has the team achieved the goals stated in the application
- creating and submitting a SWOT analysis of the idea
- creating an action plan for the next period.

Related criterion is the presentation of the idea in front of the expert committee:

- 1) Presentation (max 5-minute) of the student idea following this structure:
 - a. presenting the development of the idea since the registration,
 - b. using the obtained funding,
 - c. presenting a plan for the future,
 - d. utilization of further funding the team may obtain.
- 2) Discussion (max 10-minute) based on the expert committee's questions and feedback.

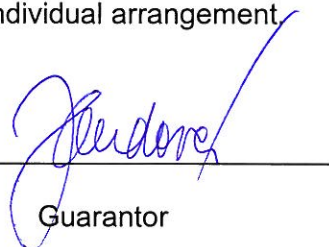
The Finals

The teams will be informed about the final selection of the best ideas. The team whose idea ranks among the best will be awarded a financial prize, which will be directly proposed by the expert committee.

The organizer reserves the right to refuse all the submitted ideas.

During the course of the competition, every team can use up to two hours of mentor support offered by JIC, MU and partners of competition, based on an individual arrangement

In Brno on *11 November 2024*



Guarantor