

## **Gulliver competition 2020**

To take part in the Gulliver competition we ask you to deliver a couple of documents. Most likely this year's competition will be in a hybrid online/offline edition.

### **One-pager**

Describe your idea, company, concept or technique in one-page. Convince us in one page that you are going to rock with your idea. Based on the one-pager we decide if you can participate in the competition.

Deadline for the one-pager is **October 4th, 2020**, but the sooner you deliver, the sooner we can evaluate. Evaluation of the one-pager is not dependent on other participants, and we evaluate when you hand them in.

### **Business plan**

If you are selected after delivering your one-pager we ask you to write a business plan. We want you to show us that you are really serious about your idea. On the next page we hand you six points to keep in mind when writing a business plan. A jury will evaluate the plans, and they will decide which teams can continue to the next round.

Deadline **October 18th, 2020**.

### **Training or coaching session**

**End of October, 2020** we provide a training or coaching session for all the selected participants. This could be a pitch training, financial coaching, or some other training. We do our best to let the session fit your plans. The sessions are mandatory and will help you to tell your story.

### **Semi-final (November 12, 2020)**

Elaborate on your idea and convince us in a three-minute pitch that you deserve to win €10.000. If you use any digital material during your pitch send it to us three days before. An independent jury will decide which three teams will make it to the final.

### **Final (November 26, 2020)**

Convince an external jury and the audience of your idea in a ten minute pitch that you need to win and that our money is well spend. If you use any digital material during your pitch send it to us three days before.

Note that the date could be adjusted a little bit dependent on availability of a nice venue and the very important members of the jury.

### **Attend our events**

Our events are aimed to stimulate entrepreneurship and inspire entrepreneurs. Attending them is a way to get in touch with our community and our network. When we approach the semi-final we will devote an event to the competition which can help you to deliver a better business plan.

For the Gulliver Competition you will be judged on your 3 minute pitch during the semi-final on the 12th of November and on your business plan.

The following points are a guideline, but a business plan is a personal thing. Feel free to be creative. Please stick to a maximum of 8 pages.

## 1) Summary

- What is the business you want to develop?
- What problem does your idea solve?
- What is the market for your product?
- What is your revenue model?

## 2) Product description

- What is the underlying technology?
- What is the potential impact of your idea?
- What problem does your idea solve?
- Is the idea feasible?
- Why do you think there is a big need for this?
- Is it scalable?

## 3) Marketing

- What is your value proposition?
- What is it that you are going to offer to your customers?
- How will you make sure that customers will buy it?
- Why will no other company be able to make a better offer?
- Who are your main competitors?

## 4) Plan realisation

- What will it take –in terms of time, effort and money- to develop your product and market?
- What are the biggest threats to your plan?

## 5) Team and organization

- How will you develop and organize the team that can get this business off the ground?
- Who are your key partners?
- What is your business structure?

## 6) Financial projections

- How will you make a profit and how much profit will you make from the products once they are on the market?
- What are the major costs in production and operations?
- What is the most realistic cash flow forecast for the first 3-5 years?
- When will you reach break-even?
- What are the most important sources of capital?
- What is your proposal to investors?

## **Winning the game**

The Gulliver competition is a start-up competition with the aim to stimulate young entrepreneurship. We are looking Leiden's best start-up. What does it mean to be the best? We know that this is a really subjective question. In general we think there are some things that good start-ups have in common:

They are scalable  
They have an impact on society They are  
innovative

In the end a jury will base their decision on your business plans and the pitches you give, but you can keep these things in mind. Furthermore, if you can convince the jury that the 10k is really going to make the difference for you, you are one step ahead. That means for instance, if you just signed an investor deal for 100k you are less likely to win the challenge.

## **Some conditions**

By joining our competition you agree that we add you to our mailing list. You can leave the list whenever you want.

We share your email addresses with our sponsors. They are the ones that make the competition possible and would like to meet you (but "no" is also an answer).

In case you win the competition you commit to being an active Gulliver ambassador. That means that you, at least once, tell your story during one of our events.

Our communication will be in English, if you make it to the final we ask you to give an English presentation. For all other documents or pitches it is up to you if you prefer Dutch or English.