

# ***Gulliver Competition 2022***

We are once again giving away €10,000 to support amazing ideas and make them a reality. This year's competition is a collaboration between PLNT Students and Gulliver Leiden. To take part in the Gulliver Competition you need to show hand in a few documents.

## **Deadline 1: One-pager by November 1<sup>st</sup> 2022**

Describe your idea, company, concept, or technique in a "one-pager". Convince us in one page that you are going to rock with your idea.

The deadline for your one-pager is November 1<sup>st</sup> 2022, but the sooner you deliver, the sooner we can evaluate. Evaluation of the one-pager is not dependent on other participants, and we evaluate them when you hand them in so the sooner you hand it in the sooner you'll know if you made it to the next round and the sooner you can prepare for that.

Send your one-pager and everything else for the competition to [info@gulliver.nl](mailto:info@gulliver.nl) and [info@plntstudents.nl](mailto:info@plntstudents.nl).

## **Deadline 2: Business plan by November 15<sup>th</sup> 2022**

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 continue to the next round.

## **Training or coaching session**

We provide a training or coaching session for all participants who passed the business plan round. This could be a pitch training, financial coaching, or some other training. We do our best to let the session fit your needs as you communicate them to us. The sessions are mandatory and will help you to tell your story.

## **Semi-Final: end of November 2022**

Elaborate on your idea and convince us in a three-minute pitch that you deserve to win the €10,000. If you use any digital material during your pitch send it to us three days before the event. An independent jury will decide which three teams will make it to the final.

The exact date will be communicated to you as soon as possible.

## **Final: early December 2022**

Convince an external jury and the audience of your idea and that the money will be well-spent. If you use any digital material during your pitch send it to us three days before the event.

The exact date will be communicated to you as soon as possible.

## Business plan guidelines

The following points are to help put together your business plan. A business plan is a personal thing. We want to emphasize that these are just guidelines, and not a strict format. Not all sections will be relevant to all ideas. Feel free to be creative, leave things out, or add more things. Try not to exceed eight 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?
- 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?
- What is the competition like?

### 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 organisation

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

### 6. Financial projections

- Will your revenue be high enough for you to continue with your idea into the future?
- 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 be you start to break-even?
- What are the most important sources of capital?
- What is your proposal to investors?

## Winning

The Gulliver competition is a start-up competition with the aim to stimulate young entrepreneurship. We are looking for 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 keep these factors in mind. Furthermore, if you can convince the jury that the €10,000 is really going to make the difference for you, you are one step ahead. If your business is already running and you have big investors you are less likely to win.

## Conditions

The competition is aimed at new start-ups, young entrepreneurs, and students around Leiden. If you fall very far out of our target audience, we may not admit you to the next round for that reason.

You can join alone or in groups.

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. It is not required that you meet them, but they may offer you helpful tips and support.

If you win you commit to being a Gulliver ambassador. That means that you, at least once, tell your story during one of our events.

We will be taking pictures and videos of our events. By joining you are agreeing to us using pictures you might be in for future promotion. If you do not wish to consent to that please let us know at [info@gulliver.nl](mailto:info@gulliver.nl).

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.