

Gulliver Competition 2024/5

We are once again giving away €10,000 to support amazing ideas and make them a reality. To take part in the Gulliver Competition you will need to provide some documents and be aware of some key dates. Please ensure that all document submissions are in **English**.

All dates are subject to change based on space availability and competition requirements.

Round 1: One-Pager

Deadline: 12 December 2024

Capture Your Brilliance in One Page

Present your idea, company, concept, or technique in a compelling "one-pager" and convince us you're destined for success.

We want to ensure a fair review of all the entries, all feedback will be provided after the competition entry deadline.

For more guidance on what we're looking for at this stage, check out our [One-Pager Guide](#)

Key Guidelines:

- Minimum 12pt Font
- Minimum 1pt Line Spacing
- May include images, charts, graphics
- Please submit as a PDF format

Round 2: Semi-Final

- Business Plan

Deadline: 30 December 2024

Upon selection based on your one-pager, the next step is to showcase your commitment by crafting a comprehensive business plan. Demonstrate the depth of your dedication to your idea. Flip the page for six key points to guide your business plan. Our jury will meticulously assess each submission, determining the teams that progress to the next round.

We also strongly recommend already starting work on your pitch deck for the semi-final!

Key Guidelines:

- Minimum 12pt Font
- Minimum 1pt Line Spacing
- May include images, charts, graphics
- Please submit as a PDF format

- Training/Coaching Session

Date: Week of 9 January 2025

We provide a training or coaching session for all participants who passed the business plan round. This could be 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

Date: 23 January 2025

In the spotlight, articulate your idea persuasively in a **three-minute pitch** to stake your claim on the €10,000 prize. Should your pitch involve digital material, ensure it reaches us by January 17th.

An impartial jury will deliberate to select the top three teams advancing to the final. Gear up for the semi-final and chart your course to victory!

- Ensure your slide page set-up is set to Widescreen 16:9
- Please submit in Google Slides

Final Round:

- Business Plan Revision

Deadline: 13 February 2025

You now have a chance to incorporate feedback from previous rounds to improve and refine your business plan. This includes addressing any weaknesses or areas of concern highlighted by judges and mentors.

Additionally, teams should update their plan to reflect any progress made since the last submission, such as advancements in product development, market research, or financial projections.

- Grand Final:

Date: 20 February 2025

Seize the moment to sway an external expert jury panel and captivate the audience, proving that your idea is deserving of the investment.

You will have a chance to review your business plan and amend based on feedback received in the semi-final round, as well as any progress you've made on the business in the meantime.

If your pitch involves digital material or any specific requirements (eg visual aids), ensure it reaches us **at least three days** before the event.

Get ready to showcase your brilliance at the final and make a compelling case for the well-spent €10,000!

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

2. Product description
 - a. What is the underlying technology?
 - b. What is the potential impact of your idea?
 - c. Is the idea feasible?
 - d. Why do you think there is a big need for this?
 - e. Is it scalable?

3. Marketing
 - a. What is your value proposition?
 - b. What is it that you are going to offer to your customers?
 - c. How will you make sure that customers will buy it?
 - d. Why will no other company be able to make a better offer?
 - e. What is the competition like?

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

5. Team and organisation
 - a. How will you develop and organise the team that can get this off the ground?
 - b. Who are your key partners?
 - c. What is your business structure?

6. Financial projections
 - a. Will your revenue be high enough for you to continue with your idea into the future?
 - b. What are the major costs in production and operations
 - c. What is the most realistic cash flow forecast for the first 3-5 years?
 - d. When will you start to break-even?
 - e. What are the most important sources of capital?
 - f. 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 South Holland'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:

1. They are scalable
2. They have an impact on society
3. 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.
- For consistency and fairness between participants, all competition documents (One-Pager, Business Plan and Presentations) must be submitted in English.

Communication with the Gulliver Board

- Please ensure to submit your one-pager through the site, we will use your contact details there for regular communication with your team
- For any questions about the competition or about any steps in the process, please contact the Gulliver Board at info@gulliver.nl. We try to be quick in our responses but expect a response within 3 working days.