

## START CUP COMPETITION 2024

### “Entrepreneurship in the Mediterranean”



## Introduction

The UNIMED SubNetwork on Employability is launching a call for applications for participation in **the 5<sup>th</sup> edition of the international competition “Entrepreneurship in the Mediterranean”**.

The UNIMED SubNetwork on Employability aims to strengthen economic and social cohesion, by promoting, on the one hand, cross-border, transnational and interregional cooperation, and on the other, sustainable local development.

The specific objectives of the SubNetwork are the following ones:

- **To gather and share information** directly with the main players in the sector, throughout the Mediterranean region and contribute to the creation of a dedicated database;
- **To carry out studies, analyses and research documents** on the theme;
- **To encourage dialogue and mutual exchange** of information in order to create new networks, partnerships and develop joint projects in order to disseminate employment opportunities;
- **To organise international events** (workshops, seminars and conferences, summer schools and intensive doctoral courses) to improve the flow of knowledge and the exchange of experiences between researchers and faculties;
- **To promote the exchange of students and professors** at Masters and doctoral level, through the creation of programmes and joint supervision of courses and through the creation of a series of seminars for members of the SubNetwork.

Among other activities, the **UNIMED SubNetwork on Employability** is launching this year the 5<sup>th</sup> Edition of the initiative **“START CUP COMPETITION 2024”**.



## I-Definition

The “**Start Cup Competition 2024**” follows the **Start Cup Competition 2021,2022, 2023 and the RESUME 2018 First Edition** which took place in Messina (Italy) in September 2018 as part of the RESUME project (<https://www.resumeproject.eu/>).

The “**Start Cup Competition 2024**” is a competition of entrepreneurial ideas developed by university students enrolled in one of the universities around the Mediterranean.

This competition aims to encourage participating teams from universities on both shores of the Mediterranean to present innovative ideas in the field of entrepreneurship.

**Each university can select only one team for the “Start Cup Competition 2024”.**

## II- Place and date of the event

The “Start Cup Competition 2024” is organised jointly by **UNIMED - Mediterranean Universities Union** - and by the **Lebanese University**, coordinator of the **UNIMED SubNetwork on Employability**, with the collaboration of the **Agence Universitaire de la Francophonie - Moyen Orient**, the **European Training Foundation (ETF)**, the **HOMERe** and **Istanbul Aydin University, Turkey**.

The “Start Cup Competition 2024” event will be hosted this year by the **Istanbul Aydin University, Turkey** on **October 22<sup>nd</sup>, 2024** in the framework of the **UNIMED General Assembly** that will be held on **October 23<sup>rd</sup> and 24<sup>th</sup>, 2024** in Istanbul.

## III- Selection criteria

### The student:

- Is enrolled in one of the universities on two shores of the Mediterranean that are partners of UNIMED or AUF - Middle East for the 2024 academic year, all faculties admitted.

To know more details about the partners, please visit:

<https://www.uni-med.net/associated-universities/>

or

[https://www.auf.org/les\\_membres/nos-membres/](https://www.auf.org/les_membres/nos-membres/)

- Is the bearer of an innovative project idea that solves a **social problem**.
- Take part in this competition with a single team (min 2 students and max 4 students per team) knowing that up to two members can represent the team in Turkey if selected among the finalists.



## IV- The team

- Each team should indicate a team manager and a valid email address to which all correspondence regarding the competition will be sent.
- Each team can participate with only one “project idea”.
- The scientific committee has the right to exclude ideas that are not original or inconsistent with the objectives and spirit of the initiative.
- Teams must not have created their start-ups yet.
- Participating teams can present their entrepreneurial ideas in **English or French**.

## V- Deadlines to remember and documents required

- By **June 15<sup>th</sup>, 2024**, each university will select a team from among the teams that will come to it. This team will represent the university in question at the "Start Cup Competition 2024".

To inform the Start Cup Competition Secretariat, you should write to [start.cup@ul.edu.lb](mailto:start.cup@ul.edu.lb)

- By **July 1<sup>st</sup>, 2024** each of the finalist teams participating in the “Start Cup competition 2024” will present, under pain of exclusion from the competition, the following documentation:

- Request to participate <https://tinyurl.com/4y88u73c>
- Registration certificates for the 2024 academic year of all students participating in the competition.

- The first selection to announce the chosen teams will take place on **July 15<sup>th</sup>, 2024**
- Online training for selected teams will take place **by end of July 2024** (date to be communicated)
- The following documents will be presented on **September 30<sup>th</sup>, 2024**:
  - A Business Plan following the format that will be sent to all the universities participating in the competition.
  - A Pitch deck (PPT presentation) according to the format that will be sent to all the participating universities but with free choice for the design.
  - A Poster following the format that will be sent to all the universities participating in the competition.

- **To download the documents, it is possible to use wetransfer.com by sending the message to the following address [start.cup@ul.edu.lb](mailto:start.cup@ul.edu.lb)**

- The competition will take place on October 22<sup>nd</sup>, 2024 and will be hosted by [Istanbul Aydın University](https://www.istanbulaydin.edu.tr/).



## VI-Jury

For the evaluation of the finalist projects, a jury will be formed; more details about the members will be communicated soon.

Participation in the Scientific Committee does not provide for compensation. It is responsible for evaluating, in complete autonomy and discretion, the proposals submitted by the candidates for their admission to participation and for the awarding of prizes. The evaluation criteria are mainly originality, innovation, response to a need, economic feasibility.

## VII- Final prize

The team that wins the first prize at the “Start Cup Competition 2024” will have a prize of EUR 1,000 offered by AUF - Middle East.

## VIII- Confidentiality

All parties involved in this competition and in various ways in the organisation and implementation of the “Start Cup Competition 2024” (organisers, jury) will guarantee the confidentiality of the information provided by the participants.

The submitted entrepreneurial ideas and business plan documentation will be at UNIMED headquarters as the initiative coordinator.

## IX- How to participate

Universities willing to participate in the “Start Cup Competition 2024” can write to the following address [start.cup@ul.edu.lb](mailto:start.cup@ul.edu.lb) by **May 20th, 2024**.

Every university will have to nominate a focal person for a better and swift communication with the Lebanese University, coordinator of the UNIMED SubNetwork on Employability from a part and with the students of the home university from another part.

An email with the following details must be sent at [start.cup@ul.edu.lb](mailto:start.cup@ul.edu.lb):

- Focal person's full name
- Position
- Email address
- Contact number

