

Caribbean Entrepreneurship Challenge - TEECA

Project holder Application Form 2018

Important Information

Summary guidelines

Interested OECS students pursuing tertiary education at universities and colleges within the OECS are invited to complete the following application form. “Project Holders” must apply in teams of no more than three (3) students to develop a creative and innovative business idea for the competition. “Project Holders” will be selected based on the specific application criteria which includes the presentation of a short business summary based on the application format provided. Ten (10) successful project holder teams will be invited to select one competency holder from another OECS member state to join their team. The 10 projects will be presented online to allow competency holders to contact project holders and join their team for the creation of multicultural teams. Applicants should be committed to commercializing their business ideas resulting from the challenge.

Selection Criteria

- Has the applicant submitted a complete application form, business summary, other documentation and elevator video pitch

The elevator pitch is a short summary of your business idea and value proposition in a 3-5 minutes video presentation which can take any format. Participants are encouraged to be creative in how the ideas are presented. The idea could be geared towards a business opportunity or solving a particular problem that exists either regionally or locally. Participants are required to state their names and contact details at the beginning of the video.

- Assessment of Innovation - uniqueness of the business idea
- How well the project idea creatively addresses issues in society
- How the idea demonstrates improvement lives and satisfies the market need
- How well does the applicant highlight novel attributes and proprietary elements of the project?
- Market Feasibility of the Idea:
 - Demonstrates the market opportunities for the product/service
 - Understands the market and identify the target customers clearly
 - Illustrates a practical strategy for satisfying the demands of the market
 - The applicant is fully aware of their main competitors and has practical strategies to achieve a competitive position and become the market leader

I. Contact Information

1.1 First name – Last Name

1.2 Age

1.3 Country

1.4 Phone number

1.5 Email

1.6 Contact person in charge of CEC (Caribbean Entrepreneurship Challenge) in your institution

1.7 Sector of your project

- ICT (Information)
- Environment, climate change
- Fashion
- Agribusiness
- Music
- Cosmetics
- Tourism
- Construction
- Other (please specify)

1.8 Team members

1.9 Business project Name

1.10 Academic background

II. Presentation of your entrepreneurial project

2.1 Describe the nature and rationale of the business project

2.2 Briefly describe your project and the sector of activity
(background, target customers) 10 to 15 lines

2.3 Briefly describe the state of progress of your project and the significant achievements done up to date (business plan, market research, advisors, funding, etc.), If applicable.

2.4 2.4 Product /service offer

2.5 What solutions does your business project offer to meet the customers' expectations (Products and services) 5 to 10 lines

2.6 2.5 Competitive Advantages and Innovation

2.7 Specify how your project can stand out from the competitors and what are the important

2.8 Achievements which differentiate yourself from the market (Eg new product, Innovation, efficiency research, etc.) 10 to 15 lines

III. Needs and expectations

3.1 What do you expect from an entrepreneurial Challenge

IV. Caribbean Development

4.1 Specify how the project will improve the economic exchanges and the Caribbean living environment. 10 lines

4.2 What is your definition of the “Caribbean identity”? In 12 lines maximum, what is your definition of Caribbean identity?

Additional requirements

- ✓ CVs of team members in English
- ✓ Letters of good academic standing for all team members from their school
- ✓ Elevator video pitch presentation.