

“Ideas for Sustainable Startups”

Student Competition

The MBA International of the Athens University of Economics & Business (AUEB), in collaboration with CSE -The Centre for Sustainability in Excellence, announce the 1st Student Competition on “**Ideas for Sustainable Startups**”. All applicants should submit an idea proposal by December 4th 2017 and their full proposal by March 5th 2018. The two winning teams (Gold and Silver Sustainable Startup Idea) will be announced and awarded at the Third iMBA & CSE Annual Sustainability Summit in March 2018.

Competition Details

Groups of 2-3 students, at least one of them a student in the MBA International or Executive MBA programs of AUEB, are invited to propose an idea for starting a new business with social and/or environmental impact. The idea should be solid and practical, while current environmental, social and technological needs and opportunities should be a central part of the proposed venture, its products, services, and/or business model.

Each group should first submit a one-page summary of their proposal (by 04/12/2017), and then, upon approval of the idea summary, they should submit a 10 page document, describing the idea accompanied by a brief presentation (by 05/03/2018). A template for the 10-page document will be provided after evaluation of the initial ideas. The idea proposals and the full proposals will be evaluated by the Competition Committee consisting of Faculty of the MBA International and the Executive MBA, and Representatives of CSE.

One-page Idea Description

The one-pager should provide a short description of the idea and an overview of its goals. It should address the following points:

- *How the project relates to social and/or environmental impact and what are the main challenges that have to be overcome.*
- *What is the business case: Customer/Market/Society needs along with the “solution” the idea is offering*

- *What is the potential for building a startup based on the idea? What would be the services the startup will offer, resources and/or investment needs, target clients and revenue/cost estimation over a 3 year period.*
- *What will it take to maintain the startup over time and be financially sustainable?*

Indicative Examples of Sustainable topics

- *Waste management, waste reuse and circular thinking,*
- *Energy and Carbon Conservation,*
- *Youth unemployment,*
- *Poverty / Hunger,*
- *Inequality / social exclusion.*

What are the two award categories?

Two awards will be given:

Gold Sustainable Startup Idea

Silver Sustainable Startup Idea

Each winner team will get:

- A free course on a Sustainability related topic (Course Value 450 Euros)
- A trophy from MBA International and CSE (Gold or Silver)
- Entry to the AUEB Incubator ACEin – Athens Center for Entrepreneurship & Innovation

How to Participate and Deadlines

- Student teams confirm their participation by submitting the one-page Idea Description.
- Deadline for one-page Idea Description: December 4th 2017.
- Feedback on Idea Description and distribution of Template for the Full 10-page Start-up Description: December 15th 2017.
- Deadline for submissions of 10-page Startup Description and accompanying presentation slides: March 5th 2018.