



audacious
STUDENTS STARTING UP

**YOUR GUIDE TO
ROUND
ONE**



AUDACIOUS ROUND ONE 2013

So, you've got a business idea you want to submit? Fantastic!
So what happens next?

BUSINESS IDEA

The first step is to present your idea on **two A4 pages**. You should cover (but are not necessarily restricted to) the following sections:

Marketing: Explain how this idea is a solution to an identified problem, need or gap in the market.

Operations: How you are going to go about executing your idea.

Financial: How much will this cost? What is your 6-18 month projection?

Management: What is your proposed management structure?

You may also want to:

- Clearly articulate/ explain the idea
- Articulate what opportunity/ value your idea generates and how
- Complete a SWOT analysis

CATEGORIES

To accomodate for this massive range of entries we receive, we have broken down the major award into four categories:

Thinking Big: Award for the most bold idea. An idea that is relatively untested but would be incredible if it succeeded and, anecdotally, seems like it would succeed. A classic high risk venture.

Acting Now: Award for getting out there and doing it. These are the businesses that are already in operation and have a proven track record. They tend to be relatively straight forward and likely to expand. A relatively safe bet.

Doing Good: Social awareness prize for the business that might not make much if any profit, but will benefit society.

Getting Creative: Award for the business that gains most if not all of it's competitive advantage through superior design.

There is a final category, the **Supreme Winner**. This award will go to whatever business covers the other four categories most completely.

You do not need to select one category to fit your idea into. Submissions are eligible for all awards and will be nominated for a certain category during the marking process.

SUBMIT YOUR IDEA

Your business idea must be submitted in **PDF form** to **info@audacious.co.nz** by **Friday 10th May, 5pm**. The Top 40 ideas will be announced at the Round One Awards Evening and will each receive **\$250**. The Top 40 can carry on to have a shot at winning from **a pool of \$40,000 in cash and in-kind services** in Round Two in the second semester.

ROUND ONE KEY DATES

26.3.13 LAUNCH EVENT

Business School Atrium – 5.30pm

14.4.13 BUSINESS IDEA WORKSHOP

Venue TBA – 12-5pm

10.5.13 SUBMISSION DUE

Email to info@audacious.co.nz – 5pm

31.5.13 ROUND ONE AWARDS EVENING

Venue TBA – 6.30pm

WANT TO TALK ABOUT YOUR IDEA?

If you have any questions about the challenge or want to discuss your idea, please get in touch! We'd love to hear from you.

www.audacious.co.nz

0800 542 578

info@audacious.co.nz

63 Clyde st, Dunedin