

Mitschrift Kickoff Business Plan Challenge

Entrepreneurship @HPI

+80 software startups







+1000 jobs created

+150 Mio. EUR venture capital raised

Arbeitskreis
Institut

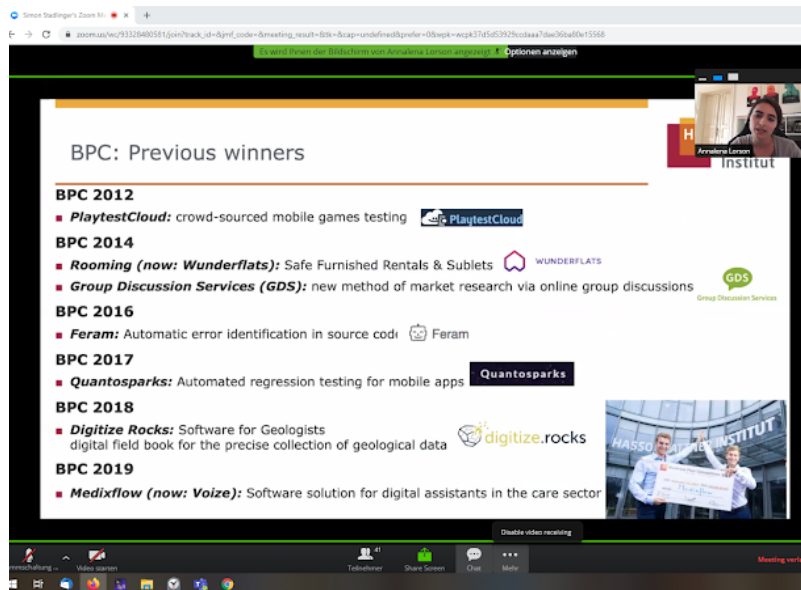
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HPI E-School Activities

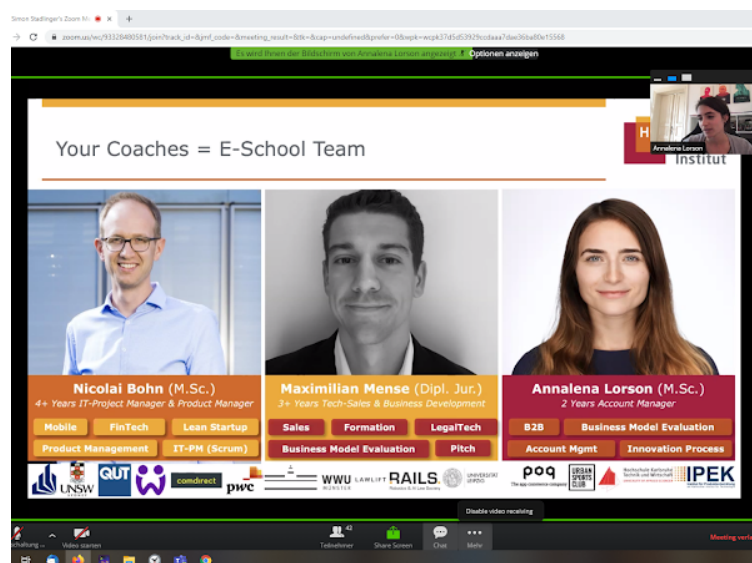
INSPIRATION	EDUCATION	EXECUTION
Startup Bootcamp:  <ul style="list-style-type: none"> • 3 days • 50 participants • Fun, network, know-how 	IT-Entrepreneurship Lecture: <ul style="list-style-type: none"> • HPI Master students • Guest speaker • Hands-on startup education 	Coworking Space:  <ul style="list-style-type: none"> • Startup atmosphere at Campus 3 • Numerous founding teams • Mutual support
Events: Talks & Workshops, e.g. <ul style="list-style-type: none"> • Failure Night • Technology Spotlight: Virtual Reality • HR for startups 	Business Plan Competition:  <ul style="list-style-type: none"> • 3 phases • ~20 teams • 1 winner • 100.000 € prize 	HPI Seed Fund:  <ul style="list-style-type: none"> • 50.000 € Funding • 18 investments, 10 active portfolio companies • 2 exits

voize

Meeting controls: Microphone, Video, Chat, Share Screen, End Meeting



- Business Plan Competition:
 - Development and presentation of business plan (pitch deck) in several stages
 - active feedback for all plans per stage
 - input sessions
 - funding for the winning startup(s)
 - active coaching for the winners (follow-up investment)
- coaches:



- BPC 2020
 - Application criteria
 - minimum 2 team members (core of the founding team, you should get a significant amount of shares of the startup)
 - hpi connection
 - seriousness (real work, take it serious) → be involved, be committed
 - timeline

HPI BPC 2020 - Timeline

Phase I	Phase II	Phase III	Final (3 Teams)
BUSINESS IDEA	INSIDE WORLD	OUTSIDE WORLD	PITCH YOUR STARTUP IDEA!
Team, Problem-Solution, Value Proposition, Target Group	Interviews, Business Model, Revenue Stream, MVP, Milestones	Market, Competition, Trends, Go-To-Market Strategy	Complete Plan & Presentation
INPUT SESSION			
–	27 May	9 July	13 August (Pitch)
DUE DATE			
23 May	28 June	19 July	1 September
FEEDBACK SESSION			
5 minutes each team (25/26 May)	15 minutes each team (7/8 July)	15 minutes each team (23 July)	Final: 7 September

- jury

Jury



TOP 3 COMPANIES WILL PITCH IN FRONT OF THE JURY!

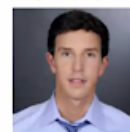
PROF. MEINEL



JONAS WITT



ROBIN STASZEK



NICOLAI BOHN



- Prizes

The Grand Prizes



YOU CAN WIN PRIZES UP TO 100,000 EUR



Financial support:

- Up to 3x 1-year scholarships
- Investment proposal of HPI Seed Fund for 50,000 EUR



Business development:

- Coaching and management support
- Support on follow-on financing (if required)



Publicity through HPI communication

- Phase I

Registration



UNTIL MAY 23rd 2020

E-MAIL: "BPC 2020 + [TEAM NAME]" TO ANNALENA.LORSON@HPI.DE

Content:

- Team name
- Business idea in 1 sentence
- Contact details from each team member (full name, email, team function, HPI affiliation, current activity and employer)
- Company status (incorporation, funding situation, how long have you been working on the idea)
- Attach presentation for Phase 1 (business idea)

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- 1000 feet up in the air -

Phase 1 presentation format



1,000 FEET PRESENTATION!

Phase 1 - max. 6 slides (use notes section if you like to add more detail)

1. Cover sheet
 - Team name / name of the company
 - Slogan
 - Elevator-Pitch for phase I with the following (or a similar) sentence structure: For (target group), who has (customer need), (product name) is a (market category) that (one key benefit).
2. Team: Who are you? Why are you the right people to solve the problem?
3. Problems / customer need: Which problems do you want to solve?
4. Target group: Who is the target group? Who shall use / buy your product / service?
5. Product/ Solution: What is your offered solution for the problem? What is it that the customer buys from you?
6. Value proposition: What value does your product or service provide?

The slides have to be in English and as pdf (Caution: please include the notes).

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- Presentation with notes in the pdf!
- find your team and E-School slack:
 - list of event participants will be send out via email to get in touch with potential team mates
 - The hpi students in your team will receive an invitation for our E-school slack channel "BPC 2020"
 - eschool@hpi.de
 - After every phase, the number of teams will be reduced
- questions
 - <https://hpi.de/en/entrepreneurship/events/business-plan-competition.html>
 - start-up should have an it-component, no other sector-preferences
 - feedback-Sessions → 5 mins each team (don't need the whole day off)
 - overall time commitment: not everyone needs to be in the sessions of the e-school
 - learning experience
 - non-stop thinking about the ideas
 - → depends on your individual stage and commitment
 - roughly 20 teams in the beginning, how do you select?
 - how much good ideas do you see? → what business could be successful in the future?
 - if all ideas are great, every team will be in
 - software component is important

- in every phase you evolve your pitchdeck → who has the biggest evolvement?
- phase 2 → 10 teams, phase 3: 3 teams