

On the 31st March - 1st April 2014 the brightest and best open data start-ups will be invited to exhibit and pitch their business ideas at the **International Business Lounge** in Manchester, UK at FutureEverything 2014.

Set within the Neo-Gothic Splendour of Manchester City Hall, The International Business Lounge will be the culmination of the first year of the **Apps for Europe** programme that seeks to boost the most viable startup propositions developed using open data through a European network of hack events, innovation challenges and start up competitions. A **Business Lounge** programme that puts start-ups and developers in front of investors, experts and mentors to help them refine their business propositions runs alongside a select number of these European competitions. From these Business Lounges and a Europe-wide call for participants, 15 winners are chosen to present their work at the International Business Lounge in Manchester.

International Business Lounge

The 15 participants to the International Business Lounge will be given exhibition space on the Ground Floor of Manchester Town Hall. The exhibition space will be accessible both to members of the public and also delegates to FutureEverything. Although design of the space is to be confirmed it is expected that each of the participating companies will have a booth with a screen a table and chairs. This will enable participants to talk to the judges and other interested parties about their products.

The International Business Lounge Award

The highlight of the International Business Lounge will be the pitching and award ceremony. This will take place in the early evening in the 31st March. In the Great Hall at Manchester Town Hall.

There will be two prizes to be awarded.

- 1 - The International Business Lounge Jury Prize
- 2 - The International Business Lounge Audience Prize

All 15 of the participating companies will have two minutes to pitch their ideas to the International Business Lounge audience. This **RapidFire Crucible** event puts the teams into a high pressure environment with only two minutes to get their ideas across. The two minutes is strict and failure to finish in time will see their presentations curtailed and their chances of winning the audience award diminished - marks will be given for style, imagination and flare.

At the end of the RapidFire Crucible event the judges will convene and the audience - through an interactive portal will vote on who they think are the best start-ups to win the International Business Lounge Awards

After the judges have convened the compere will invite an as yet to be confirmed, high profile speaker, to come to the stage and reveal who the winners are and award the prizes.

The winner of the judges award will be given opportunity to present a talk about their business idea to the FutureEverything audience on the 1st April with all participants being able to continue to exhibit their work in the exhibition space.