

ESS

*European
Student
Startups*



EUROPEAN STUDENT START UPS

TERMS AND CONDITIONS

Europe's first seed and venture capital
competition exclusively for students

27th March 2017



Annual
Fund



Simmons
&
Simmons

THE BASICS: ESS17

ELIGIBILITY & REGULATIONS

Entrants must be:

- Students registered at a European university at time of application or within 24 months of graduation.
 - A minimum of 50% of team members must comply with this condition

All ideas/businesses must:

- Comply with all laws applicable to the jurisdiction of the target market
- Declare any previous financial backing and financing

CONFIDENTIALITY

All submissions will be treated with complete confidentiality at all stages of the competition. Only the Executive Summary will be made available to the public in time for the Demo Day. All other materials will only be made available to the preliminary round judges.

Please note that entrants have the responsibility for legally protecting their own intellectual rights and their patents.



TIMELINE: ESS17

TIMELINE

- Application submission: 9th January 2017
- Round 2 business plan submission: 19th February 2017
- Finalists chosen by 23rd February 2017
- Demo Day - 27th March 2017 at Simmons & Simmons London

ESS AT A GLANCE

1 Room

100+ Investors & VCs

40+ Leading University
Business Societies

12 of Europe's most exciting
student startups

LOCATION: SIMMONS & SIMMONS

SIMMONS & SIMMONS

Located in the heart of the City of London we are hugely excited about hosting our demo day at Simmons & Simmons' offices located near Moorgate.

Simmons
&
Simmons

ENTRY REQUIREMENTS: **ROUND 1**

- All submissions must be received by 9th January 2017 at 23:59 GMT
- Submissions must be made via the ESS website, which will then be automatically forwarded to your university representatives for initial review

All submissions must include:

- Completed entry form found via the 'Apply' section of the ESS website

Executive Summary in the entry form to detail the following:

- Your business name
- Your overall mission as a business
- The name and description your product/service
- An outline of your strategy to take advantage of this opportunity

Tips:

- Don't waffle bullet points are better.
- Be clear about what problem your business is solving

Your Executive Summary will be the only literature published to the public at any time. All other documentation will be made available to the competition judges only.

ENTRY REQUIREMENTS: **ROUND 2**

Round 2 comprises of a business plan and a video pitch

- All submissions must be made by 19th February at 17:00 GMT
- Entrants will be notified of method of submission on notification of progression into round 2

Part A: The Business Plan

- Business plans are recommended to be between 4-8 A4 pages (plus a maximum of 5 appendix pages)
- All pages must have default margins (2.54cm top and bottom; 3.17cm left and right) and main body of text in size 12 font
- Business plans must be submitted in PDF format

As guidance, your business plan may include the following:

1. Executive Summary
 2. Team members (with areas of responsibility and current equity split)
 3. Business aim and mission statement
 4. Business description
 5. Level of funding required and proposed equity offered at ESS
 6. Past, present and future milestones
 7. Target market and demographic
 8. Competitors in the market
 9. Marketing (sales and advertising strategy, distribution channels & strategy, PR strategy)
 10. Legal issues
 11. Financial planning: cash-flow forecast (minimum 2 year projection), past- performance figures (if applicable)
 12. Previously secured funding (if applicable)
 13. Planned use of funding, if secured via ESS
- The above list is not exhaustive and just for guidance.

Part B: The Video Pitch

- Video pitches must be no longer than 4 minutes long
- Videos should:
 - o Feature whoever will be pitching on the demo day.
 - o Introduce your business
 - o Highlight the unique selling points of your proposition
 - o State the objectives of the business

Tips:

- Demo Day Places will be limited to those start ups with some form of product in place. (This may be a MVP or a fully functioning product) Investors won't put their money in a great idea alone!
- For reference use YouTube for clips of pitches from 'Dragons' Den' TV show via YouTube.
- Business plans help: <https://www.entrepreneur.com/article/241079>

All applicants will be notified of their progression by 23rd February.

ENTRY REQUIREMENTS: DEMO DAY

The Demo Day will feature the following:

- Live pitches from the selected final start ups
- Feedback on pitches from the panel
- Keynote from a high-profile entrepreneur
- Awarding of prizes for 'top pitches' as determined by the panel
- Two networking sessions

Full itinerary of the Demo Day will be distributed closer to the time.

Requirements:

- Places will be limited to those start ups with some form of product in place. (This may be a MVP or a fully functioning product). Investors wont put their money in just an idea!
- Each finalist team/individual will pitch their business in front of a panel of judges and a live audience comprising of 100+ further VCs/angel investors
- The presentation should be a maximum of 10 minutes long, with a 5-minute Q&A and Panel review session to follow.

The panel's decision on the awarding of prizes is final and not subject to appeal.

Prizes will be finalised and details published nearer the time of the live final.