



START CUP COMPETITION 2022

“Entrepreneurship in the Mediterranean”



Introduction

The UNIMED Sub-network on Employability is launching a call for applications for participation in the 3rd edition of the international competition “Entrepreneurship in the Mediterranean”.

The UNIMED Sub-network on Employability aims to strengthen economic and social cohesion, by promoting, on the one hand, cross-border, transnational, and interregional cooperation, and on the other, sustainable local development.

The specific objectives of the Sub-network are the following ones:

- **To gather and share information** directly with the main players in the sector, throughout the Mediterranean region and contribute to the creation of a dedicated database;
- **To carry out studies, analyzes and research documents** on the theme;
- **To encourage dialogue and mutual exchange** of information in order to create new networks, partnerships and develop joint projects in order to disseminate employment opportunities;
- **To organize international events** (workshops, seminars and conferences, summer schools and intensive doctoral courses) to improve the flow of knowledge and the exchange of experiences between researchers and faculties;
- **To promote the exchange of students and professors** at Masters and doctoral level, through the creation of programs and joint supervision of courses and through the creation of a series of seminars for members of the sub-network.

Among other activities, the **UNIMED Sub-network on Employability** is launching this year the Third Edition of the initiative “**START CUP COMPETITION 2022**”

Definition

The « **Start Cup Competition 2022** » follows the **Start Cup Competition 2020/2021**, and the **RESUME 2018 First Edition** which took place in Messina (Italy) in September 2018 as part of the RESUME project (<https://www.resumeproject.eu/>).

The « **Start Cup Competition 2022** » is a competition of entrepreneurial ideas developed by university students enrolled in one of the universities around the Mediterranean. This competition aims to encourage participating teams from universities on both shores of the Mediterranean to present innovative ideas in the field of entrepreneurship.

Each university can select only one team for the « Start Cup Competition 2022 ».

Place and date of the event

The « **Start Cup Competition 2022** » is organized jointly by UNIMED - Union of Mediterranean Universities and by the **Lebanese University**, coordinator of the **UNIMED Sub-**

network on Employability, with the collaboration of the **University Agency of la Francophonie - Moyen Orient**, the **European Training Foundation (ETF)** and the **University of Jordan**.

The « Start Cup Competition 2022» will be held in Amman on June 21st as a side event of the UNIMED General Assembly June 22 and 23, 2022 hosted by the University of Jordan. Further information will follow.

Selection criteria

The student:

- Is enrolled in one of the universities on two shores of the Mediterranean that are partners of UNIMED or AUF - Middle East Directorate for the 2022 academic year, all faculties admitted.
- Is the bearer of an innovative project idea that meets at least one of the 17 Sustainable Development Goals.
- Take part in this competition with a single team (min 2 students and max 4 students per team).

Every university will have to nominate a focal point (by 9th May, 2022 by mentioning the full name, title, email address, contact details and work address) during this competition for a better & swift communication with the Lebanese University, coordinator of the UNIMED Sub-network on Employability from a part and with the students of the home university from another part.

The team:

- Each team should indicate a team manager and a valid email address to which all correspondence regarding the competition will be sent.
- Each team can participate with only one “project idea”.
- The scientific committee has the right to exclude ideas that are not original or inconsistent with the objectives and spirit of the initiative.
- **Teams must not have created their start-ups yet**
- Participating teams can present their entrepreneurial ideas in **English or French**.

Deadlines to remember and documents required

- By **May 9th**, 2022 each university will select a team from among the teams that will come to it. This team will represent the university in question at the "Start Cup Competition 2022". To inform the Start Cup Competition Secretariat, you should write to start.cup@ul.edu.lb
- By **May 16th**, 2022 each of the finalist teams participating in the “Start Cup competition 2022” will present, under pain of exclusion from the competition, the following documentation:
 - Request to participate <http://tiny.cc/startcup2022> e-signed by the team leader and by a representative (professor) of the home university.

- The registration certificates for the 2022 academic year of all students participating in the competition.
- The first selection to announce the chosen teams will take place on **May 20th, 2022**.
- Online training for selected teams will take place on **May 24th, 2022**.
- On **June 10, 2022**, each of the teams participating in the "Start Cup Competition 2022" will present a Business Plan following the format that will be sent to all the universities participating in the competition.
- The following documents will be presented on **June 13, 2021**:
 - A Business Plan following the format that will be sent to all the universities participating in the competition.
 - A Pitch deck (PPT presentation) according to the format that will be sent to all the participating universities but with free choice for the design.
 - A Poster following the format that will be sent to all the universities participating in the competition.
 - **To download the documents, it is possible to use wetransfer.com by sending the message to the following address start.cup@ul.edu.lb**
 - The competition will take place on **June 21, 2022**

Jury

For the evaluation of the finalist projects, a jury will be formed by members of UNIMED, AUF - Middle East Directorate and ETF (EUROPEAN TRAINING FOUNDATION).

Participation in the Scientific Committee does not provide for compensation. It is responsible for evaluating, in complete autonomy and discretion, the proposals submitted by the candidates for their admission to participation and for the awarding of prizes. The evaluation criteria are mainly originality, innovation, response to a need, economic feasibility.

Final price

The team that wins the first prize at the "Start Cup Competition 2022" will have a prize of EUR 1,000 offered by AUF - Middle East Directorate.

Confidentiality

All parties involved in this competition in various ways in the organization and implementation of the "Start Cup Competition 2022" (organizers, jury) will guarantee the confidentiality of the information provided by the participants.

The submitted entrepreneurial ideas and business plan documentation will be at UNIMED headquarters as the initiative coordinator.