

Modernization of
WBC universities
through strengthening of structures
and services for
knowledge
transfer, research
and innovation



WBCInno

www.wbc-inno.kg.ac.rs
e-mail: wbc-inno@kg.ac.rs



University of Kragujevac



This project has been funded with
support from the European Commission.

Dr. Vesna Mandić

Task: 7.2 Innovation Ideas Competition for students and university researchers

Đorđe Ćelić

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Who is this competition for?



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Who organizes the competition and where?



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How to apply?

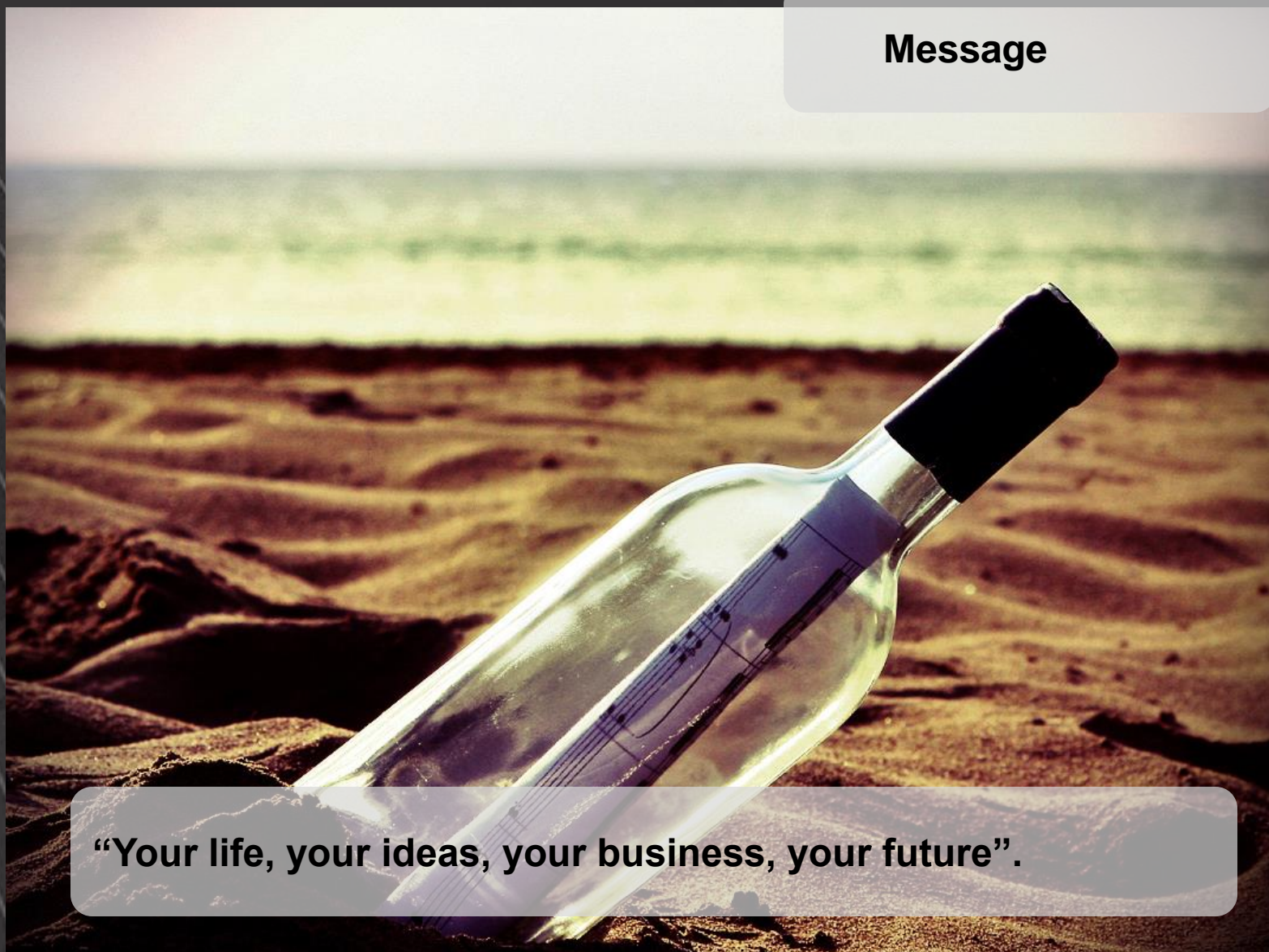


Application form on BSO web page, local competition fb page

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Promotional activities

Message



“Your life, your ideas, your business, your future”.



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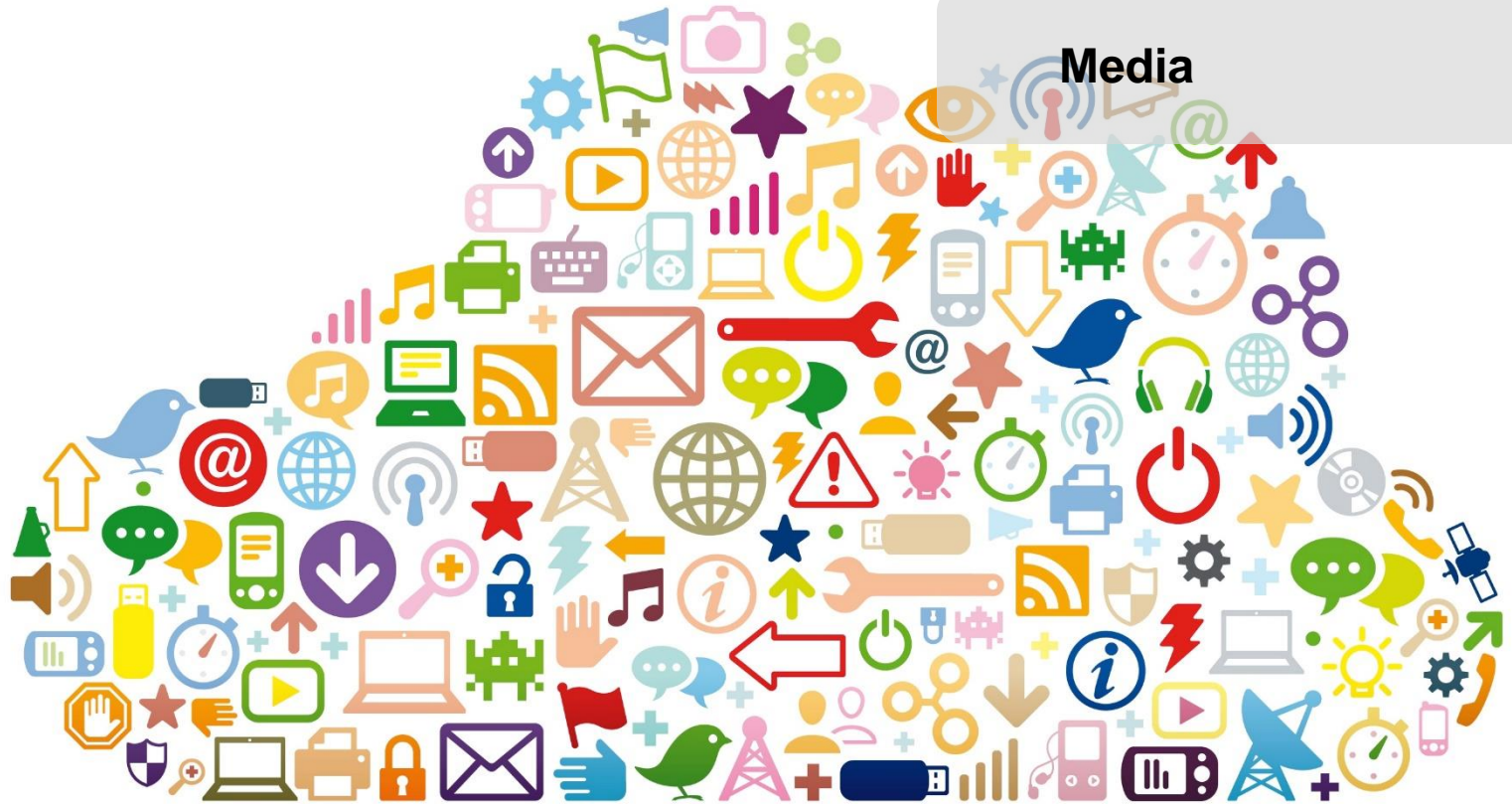
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Promotional activities

Media



www (wbc-inno; UNIS; incubators); fb; tw; email;


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Confidentiality of information



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Support for competitors



Tranings; Mentors

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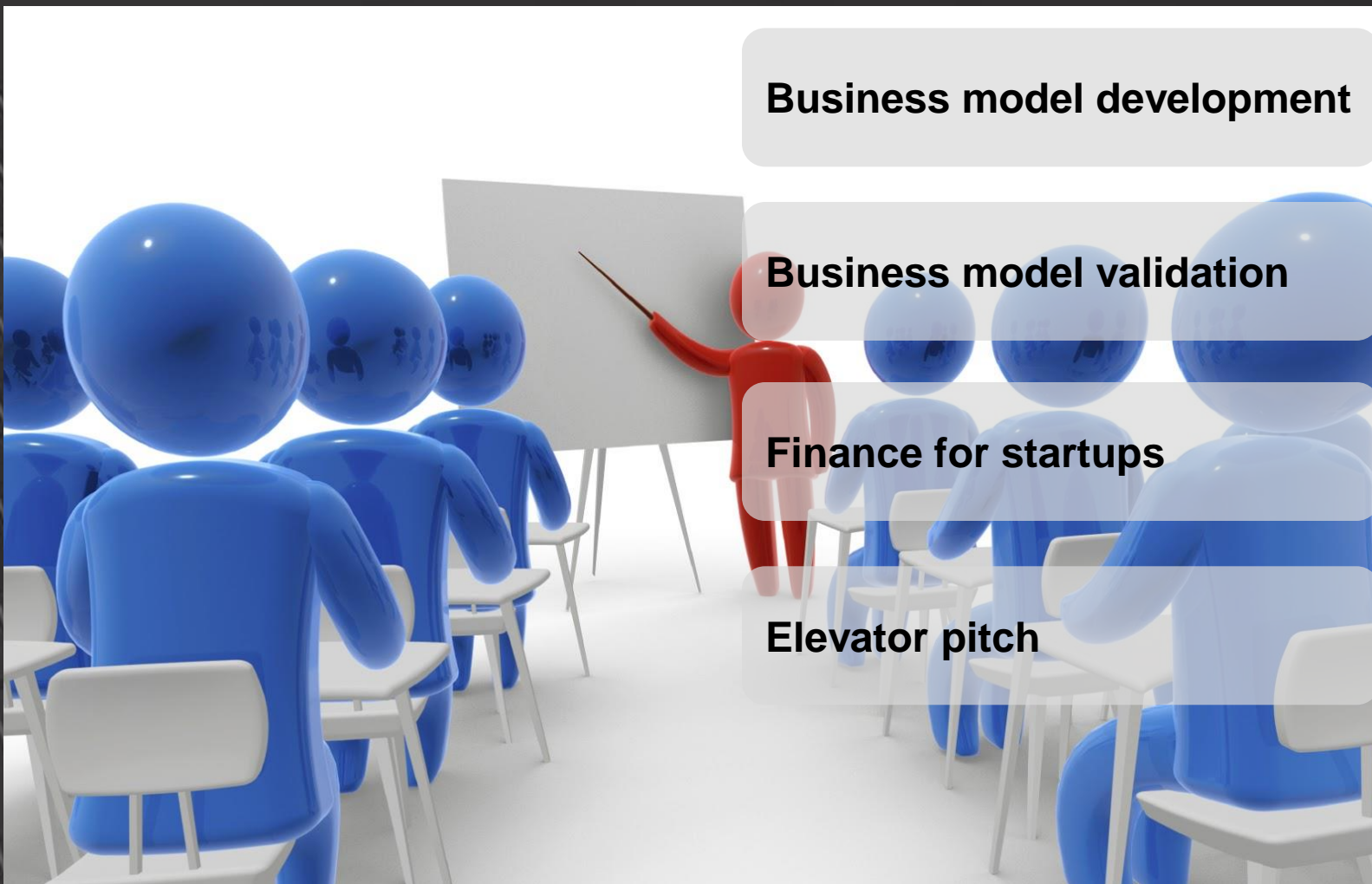
Trainings

Business model development

Business model validation

Finance for startups

Elevator pitch



Evaluation

Evaluation criteria	Relative weight	Absolute weight	Questions
Market success	40%		
Market	40%		
Competitive environment	30%	4.80%	Da li postoji iskazana svest kod tima o postojanju direktne I indirektne konkurencije?
Distribution	40%	6.40%	Razumevanje procesa distribucije; posedovanje resursa za realizaciju procesa distribucije proizvoda/usluge?
Market potential and growth	30%	4.80%	Kakva je projekcija razvoja tržišta u naredne tri godine?
Consumer development	60%		
Definition of the problem	20%	4.80%	Da li je jasno definisan problem(i) koji se rešavaju?
Customer - Segment Profile (MVS)	20%	4.80%	Da li ste jasno definisali profil vašeg ciljnog kupca i vaš MVS?
Significance of products / problems to the customer / money	30%	7.20%	U kojoj meri je značajan problem koji se rešava u odnosu za cenu koju kupac treba da plati?
Scalability	30%	7.20%	U kojoj meri je jednostavno umnožavanje (skaliranje) proizvoda?
Financial success	20%		
Project Funding	60%	12.0%	Bootstrapping, osnivači, investitori, samostalno?
The financial attractiveness	40%	8.0%	Kolika je profitabilnost projekta?
Team	40%		
Entrepreneur - Leader	20%	8.0%	U kojoj meri je izražen preduzetnički duh kod članova menadžment tima?
Power of implement	25%	10.0%	Koliko su dobri članovi tima u prevođenju svog znanja u poslovanje?
Commitment to the project	40%	16.0%	Da li je tim osnivača u potpunosti posvećen projektu?
Bottleneck	15%	6.0%	Na koji način se mogu garantovati neophodni resursi za fazu razvoja?

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Local pitch decks

Novi Sad, Kragujevac, Podgorica, Zenica, Banja Luka



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Regional Final Pitch Deck

Two best teams from local competitions will take part in regional final.



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Regional Final Pitch Deck

Competitors will use INNO platforms for:

- idea development
- team communication
- project development

Competition will use INNO platforms for:

- tracking commitment and progress,
- evaluation of idea
- communication with competitors



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Contact data



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