**APPLICATION**

 **“THE BEST STUDENT BUSINESS PLAN OF 2018”**

The application is easy! You only need to fill in two points below:

 1) Your identification details

 2) Your business plan proposal summarized in LEAN CANVAS scheme

Please note that you should send the application via email to **mo@mup.cz** latest by **31 January 2018**.

By sending the email you confirm the following statement:

*I hereby declare on my honour that all information included in my application are true. I am the author of the business plan contained within my contest application and it has not been implemented in practice yet. I have reviewed all the contest rules in full detail and they are comprehensible and binding. I hereby agree with the processing of my personal data for the purposes of this contest; the data shall be treated in accordance with Act no. 101/2000 Coll., on Personal Data Protection, as amended.*

**The contest is for individuals only, not for teams!**

**1) IDENTIFICATION DETAILS:**

**FIRST AND LAST NAME OF THE CONTESTANT:**

**DATE OF BIRTH:**

**CONTACT E-MAIL ADDRESS: PHONE NUMBER:**

**NAME OF SECONDARY SCHOOL where I study:**

**STUDY SPECIALISATION: YEAR OF STUDY:**

**2) CONTEST BUSINESS PLAN**

Think about a potential business idea. There is no defined topic, think about your own knowledge, skills, or interests; or try to think about a problem that bothers you and you could solve it while including business elements (i.e. offering services/products that will generate income). Outline your idea with the use of the simple LEAN CANVAS template. Enter the total amounts that you plan for the first year of the realisation of your idea into the expenses/revenue fields. A more detailed breakdown of these items is a part of the semi-final round of the contest - the draft of the basic financial plan.

Complete the form concisely and clearly. The whole form should not exceed the size of one A4 page. If you like, you can read the observations and ideas of people who have worked with this template:

https://canvanizer.com/new/lean-canvas

https://realtimeboard.com/examples/lean-canvas/ (e.g. http://www.directly.cz/2013/07/08/lean-canvas-otevre-vam-oci-2/, or http://canvanizer.com/).

**CONTEST BUSINESS PLAN TITLE:**

**LEAN CANVAS OF MY CONTEST PROPOSAL:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PROBLEM***Try to define customer needs that are being addressed by your business plan (be careful though - try to see the problems through the eyes of the customers, not the entrepreneur).***CURRENT ALTERNATIVE SOLUTIONS** *Try to describe the current alternative solutions of such needs.* | **SOLUTION** *Describe the proposed solution of the problem(s).* | **UNIQUE VALUE***Try to come up with a clear, concise, and accurate message for your customers (why should they choose you? What added value does your product/service bring as opposed to your competition?).* | **COMPETITIVE ADVANTAGE** *Try to describe your competitive advantage (what is unique and difficult to imitate about your company).* | **CUSTOMERS***Try to define your customers (who do you wish to attract the most?).**“Early-birds"* *Try to think of who would be among your first customers who would spread the information about your company in case they are satisfied.*  |
| **KEY CRITERIA** *Try to define at least three criteria according to which you will be able to judge whether you have achieved your goal; how will you measure your entrepreneurial success.* | **FINDING CUSTOMERS** *Try to describe the channels you will use to reach your customers and keep them.*  |
| **EXPENSES***Include the summary of the estimated expenses of your company that you expect within the first year.*   | **REVENUE***Include the summary of the estimated revenue of your company that you expect within the first year.*  |