

**STARTUP CHALLENGE  
2017 edition**



Register to the 4<sup>th</sup> edition of the  
**Startup Challenge**  
of the Lyon - US Education Fund

Fly to the US to win and bring life to your project  
**\$15,000**

Deadline to submit  
your application  
**30 March 2017**

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*LYON - US EDUCATION FUND*

**Rules**

**Edition 2017**

## 1. The competition

Start-up Challenge aims at supporting students start up projects. The challenge is open to any student from schools of higher education at the Auvergne Rhône-Alpes region.

The Lyon - US Education Fund foundation will select the most convincing projects. The selection process is detailed below.

## 2. Eligible projects

The competition concerns only Start-up projects before the company's creation.

Any project type is eligible in the competition on two conditions: (1) he must be carried by a team of at least two students and (2) it must be enough advanced to be presented to investors.

## 3. Eligible teams

The team project must be composed with students from school of higher education from the Auvergne Rhône Alpes region.

## 4. Selection process

The Lyon-US Education Fund jury will select the best teams through 4 steps:

- a) **Selection of a *short list***: the jury will evaluate 4 points in a synthetic presentation of the project (5 pages, see more details on paragraph 7) : is the project relevant? Does the market exist? Is the business model clever ? I there a real financial potential?
- b) **Selection of the 3 finalists**: the jury will evaluate in a more detailed (10 pages, see more details on **paragraph 7**) the scalability of the project.
- c) **Final ranking**: the 3 finalists will be granted \$4 000 each to come to San Diego, USA, present their projects to a jury composed by alumni fom Ecole Centrale de Lyon.

## 5. Calendrier

December - February 2017	Communication with students
February 15, 2017	Candidates Registration
<b>March 30, 2017</b>	<b>FIRST FILES DELIVERY</b>
April 2017	File analysis and selection of the short list
<b>April 30, 2017</b>	<b>Short list announcement</b>
<b>May 30, 2017</b>	<b>SECOND FILES DELIVERY</b>
June 2017	Selection of the 3 finalists
<b>June 30, 2017</b>	<b>Finalists announcement</b>
<b>October 2017</b>	<b>Pitch at San Diego, USA Presentation to the winners</b>

## 6. Prices

Firstly, the 3 finalists will be granted \$ 40000 to come for a final pitch in San Diego USA in October 2017.

Consequently to the pitch 3 prizes will be offered:

- **1<sup>st</sup> price \$15 000 USD**
- **2<sup>nd</sup> price \$5 000 USD**
- **3<sup>rd</sup> price \$2 000 USD**

The 3 finalists will benefit from the US network of alumni from Ecole Centrale de Lyon.

The winners will commit to send every semester during the next 2 years a state of art of their project and present how they invest the price they won; they should undertake to stay in touch with the members of the *Lyon - US Education Fund* Ecole Centrale de Lyon.

## 7. Rapport specifications

**For the first step of selection, students have to send a synthetic presentation of their start up project (5 pages max) including**

- an *executive summary* (1 page max)
- a brief business plan presenting : the addressed problem, the value proposition, the market, the business model and the team members.

⇒ **This file has to be written in English and sent before March 30, 2017**

To [sylvie.mira-bonnardel@ec-lyon.fr](mailto:sylvie.mira-bonnardel@ec-lyon.fr)

**For the second step, selected teams have to send a more detailed rapport (10 pages max) including**

- *the executive summary*, (1 page max)
- a detailed presentation of the economic and social context, competitors, market segmentation, resources and processes implemented in the business model, team's competencies, market strategy, as well as financial projection and risks assessment for the next 3 years.

⇒ **This file has to be written in English and sent before May 30, 2017**

To [sylvie.mira-bonnardel@ec-lyon.fr](mailto:sylvie.mira-bonnardel@ec-lyon.fr)

## 8. Jury

The jury is composed with alumni from Ecole Centrale de Lyon working in the USA, members of the *Lyon - US Education Fund*. The chairman of the jury is Joe Schulmann.

For any question contact

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