



THEEMAR BUSINESS IDEA COMPETITION



IN COLLABORATION
WITH



ABOUT THE COMPETITION

Launched by Theemar Tripoli Investment Fund, Theemar Business Idea Competition (TBIC), aims at developing the entrepreneurship ecosystem and culture in North Lebanon.

The purpose of the competition is to encourage and support young entrepreneurs in developing their business ideas.

Theemar aspires that this could lead to economic growth and help slowdown emigration in North Lebanon.

SCOPE

The competition will cover 10 universities from North Lebanon.

Universities will not be competing against each other. Ten finalists will be selected from each university to receive training on the Business Model Canvas and Pitching Techniques. Finally, one winner will be selected from each university.

The overall duration of the competition will be 2 months.

WHY APPLY?

Capacity Building:

- Participants will learn how to build a business model canvas for their business idea,
- and improve their pitching skills to better present their ideas

Prize:

Each winner will receive a USD4,000 prize.

- USD1,000 cash Prize
- USD3,000 in-kind to develop a Minimum Viable Product (MVP)

Winners will also be automatically selected to enter the pre-accelerator program, which will be organized by Theemar Tripoli Investment Fund during 2017.

WHO CAN APPLY?

University Students

Or University Alumni (less than 35 years old)

Team Eligibility:

- Each team should have at least two members.
- At least one team member is currently living in North Lebanon.
- At least one team member should be above 18 years old.
- Teams are only required to have an idea for a product or service. A prototype is a plus.
- The ideas could be in any industry.

JUDGING CRITERIA

- **Innovation:** The idea must be either new, or represents a marked improvement to an existing solution or business process. Innovation does not only relate to technology, innovation is also applied to processes, production and others.
- **Scalability:** The business idea should not be limited to creating a startup that only serves the local market. Preferably, the business should be easy to scale regionally or globally as the company expands.
- **Team Capabilities:** The team should demonstrate their expertise to implement the business idea, or a plan to acquire the required technical skills.

COMPETITION TIMELINE

