



ONLINE HARMONIOUS ENTREPRENEURSHIP GRADUATE ENTERPRISE COMPETITION

Want to help save the planet? Do you have an idea for a business?

The Harmonious Entrepreneurship online competition this year is designed to encourage and help UWTSD & IUMW university students and staff learn about entrepreneurship through generating practical and innovative new ventures that address the sustainability challenge.

Interdisciplinary teams of up to 6 people (which may include two staff members) will compete online by developing an idea for a entrepreneurial start-up that addresses the Sustainability Challenge and embraces a triple bottom line of profit-planet-people.

Six teams from stage one will be invited to research their idea more fully and present it orally and in writing to a panel of expert judges. All entrants will receive a certificate of participation and feedback. The three winning teams will receive a cash prize, mentoring and support, with the possibility of membership of an online start-up business configurator, Circklo, depending on suitability.



LAUNCHING
2ND MARCH, 2022

LIVE WEBINAR LAUNCH EVENT

- 09.30 Welcome and introduction
- 10.15 Warm Up with **HES Role Models**
- 11.00 Speaker: Gareth I. Jones, **TownSquare**
- 12.00 Speaker: Jessica Leigh Jones MBE
iungo Solutions
- 12.45 LUNCH BREAK
- 13.30 Speaker: David Brooks. **Wales
Co-operative Centre**
- 14.30 Live Sessions:
UWTSD Enterprise Champions
- 15.30 Q&A
- 15.45 END

Event support:
Laura & Adrienne, UWTSD
International Travel &
Tourism Students

IN PARTNERSHIP WITH



CIRCKLO



HOW IT WORKS



Stage One

Participants present their idea in a short, written proposal.



Stage Two

Participants who reach this stage will prepare a written plan and oral pitch, demonstrating the commercial feasibility of the proposal and determining funding requirements for the venture.



Winners

Prizes are awarded per team (not per entrant) to support winning business endeavours on to their next stages.

1st prize: £2,000

2nd prize: £1,000

3rd prize: £500

Membership of Circklo's exclusive 'Game Changers' Community and where applicable, a free place in Circklo's start-up Business Configurator (the equivalent of almost £3000).

View the **FREE short online course** on the Principles of Harmonious Entrepreneurship: <https://bit.ly/HEScourse>

PHASE ONE CRITERIA

- ☐ Has the team clearly described the idea?
- ☐ Does the idea meet the HES criteria?
- ☐ Is the idea original or an improvement on existing solutions?
- ☐ Has the team considered how the idea will be implemented? Have they considered any problems that might occur and how they will overcome them?
- ☐ Is the team convincing? Do they have the knowledge, skills and collaborative ethos to make the idea work?
- ☐ Is the proposal clear and convincing? Is it persuasive?

N.B. At this stage the teams should take the necessary precautions to protect their intellectual property and should not give away the operational details of any innovation involved. Proprietary ownership of the idea will be ascribed to the team who should ensure it does not infringe any existing intellectual property protection rights.

PHASE TWO CRITERIA

- ☐ Is the executive summary clear, comprehensive and compelling?
- ☐ Is the problem clearly identified and show how the proposed solution will address it?
- ☐ Is the business model explained and show how the venture will produce a triple bottom line of profit, people and planet?
- ☐ Does the proposal meet the HES criteria?
- ☐ Are there compelling stakeholder benefits to a clearly defined target market?
- ☐ Are clear financials included? (N.B. Does not have to demonstrate project is feasible)
- ☐ Are funding requirements stated, with a plan on how it will be repaid?
- ☐ Is the team convincing? Do they have the experience needed?
- ☐ Has the learning that has taken place been captured?
- ☐ Is there a high quality of presentation?

INNOVATIVE STUDENTS ADDRESSING THE SUSTAINABILITY CRISIS!

Leigh-Kathryn Bonner set up **Bee Downtown** while studying at North Carolina State University. The business involves selling hives to corporate partners and maintaining them on their behalf, thus providing a supply of honey, an opportunity for employees to learn from the bees and a healthy habitat for the bees themselves.



Leigh-Kathryn Bonner
Bee Downtown



Lucy Hughes
Marina Tex

Lucy Hughes graduated from the University of Sussex in 2019 with a degree in Industrial Product Design. In 2020 she launched **Marina Tex** based on her final year project. The business produces a home compostable bio plastic that could replace single use plastic and help resolve the global problem of plastic pollution.

For more exciting projects see the 60+ case students available at:

<https://bit.ly/HEScasestudies>



Harmonious
Entrepreneurship
Society

Deadline for application
7th March 2022

**FOR MORE INFO &
HOW TO ENTER**
<https://bit.ly/HESharmony>

ACCESS TO SHORT COURSE
<https://bit.ly/HEScourse>



SCAN
FOR
MORE

Contact David & Felicity at:
info@harmonious-entrepreneurship.org