

## **Information and conditions of participation - Idea Slam 2024**

### **The ideas competition „Idea Slam“**

The aim of the ideas competition is to support the development of innovative founding ideas within Justus Liebig University (JLU) Giessen and to establish an activating start-up culture that invites entrepreneurial thinking and action in all eleven departments. The submitted founding ideas are examined for their entrepreneurial sustainability. In this way, the competition is intended to encourage an initial intensive examination of one's own founding idea. In addition to the prize money (see below) for the first three places, the participants will receive extensive support from the ECM and its network of experienced founders and entrepreneurs from all areas of society. Each participant is individually supervised and supported in the further process.

### **The process of the ideas competition**

#### **Step 1 - Writing the idea outline**

Please describe your founding idea in a three-page idea outline. The idea outline focuses on the precise presentation of the idea, no complete business concepts or even business plans should be submitted. The idea outline must not exceed three A4 pages. Please use our "Guideline for Idea Outlines" as a guideline for the elaboration and description of your idea. You can find this at [idea-slam.de](http://idea-slam.de). Important: The idea outline must be signed by all team members.

#### **Step 2 - Submission of ideas**

To participate in the idea competition, please fill out the registration form online at [idea-slam.de](http://idea-slam.de) and upload an idea outline describing your founding idea. The closing date is 13.05.2024 (23:59). Alternatively, submission by mail or post is also possible. (Important: In the case of postal applications, it is not the postmark that counts, but the date of receipt in the ECM. Please allow a three-day lead time for the university's internal mail distribution).

#### **Step 3 – Evaluation of ideas**

All submitted founding ideas will be reviewed and evaluated by the ECM. A maximum of ten promising founding ideas will receive an invitation to a pitch workshop, which is intended to provide optimal preparation for the final event of the Idea Slam on 12<sup>th</sup> June 2024, where each team will have three minutes to convince a jury of experts and the audience present of their founding idea.

#### **Step 4 - Final event with pitch presentation to jury and audience**

The big final event of the Idea Slam 2023 will take place on 12<sup>th</sup> June 2024 on location at JLU. The big pitch competition begins at 5 p.m., where up to ten selected founding ideas will be presented to a jury of experts from the field as well as to all guests present. Here it is important to present yourself and your idea skillfully. Based on the idea and the presentation, the jury decides on the 1st to 3rd place of the participating teams and as well as on the winning team of the Special Prize for Sustainability. Furthermore, an audience prize will also be awarded on this evening for the idea that convinced the audience the most. All members of the JLU are cordially invited to the event.

#### **Prizes**

- 1st prize: 1.500,- Euro & "wild card" for the Hessen Ideas Competition + professional marketing coaching by Jan Erat from euphoria intelligence
- 2nd prize: 1000,- Euro
- 3rd prize: 500,- Euro
- Special Prize for Sustainability: 500,- Euro
- Audience Award: Surprise package + 12 weeks of provision of a coworking space in the ECM building

#### **Conditions of participation**

- The following persons are eligible to participate in the "Idea Slam 2024" competition: all professors, staff members, students and graduates (up to five years after graduation) of all eleven departments at Justus Liebig University Giessen.
- Participation is possible both as an individual and as a team. Only one idea proposal per participant/team is permitted. It is sufficient if at least one participant per team works at JLU.
- All applications formally received in full by 23:59 on 13.05.2024, consisting of an application form and an outline of ideas for business ideas describing a product, service, process or the commercial use of research results, will be considered. Additionally submitted documents cannot be considered
- The idea must not have already been awarded in any other ideas competition and supported by public funds
- At the time of submitting the idea outline, the formal foundation of a company must not yet have taken place.

- The ideas must have been developed independently by the participants or the team and must not infringe the rights of third parties.
- The copyrights and statutory property rights of Justus Liebig University Giessen remain unaffected.
- Participants shall indemnify the organiser against all conceivable claims by third parties that could be derived from the infringement of any copyrights, statutory property rights, trade secrets and other rights by the submitted documents.
- The organiser accepts no liability for the statements of experts, jurors and other persons involved in the competition.
- Participation in the competition implies agreement with the above conditions.

### **Protection of ideas**

The organiser of the ideas competition, the ECM, guarantees that the ideas submitted will be treated confidentially. The personal data of the participants will not be passed on to unauthorised third parties by the organiser. After prior consultation, the participants agree to present their ideas at the closing event and in the press. The legal process is excluded. No prizes will be awarded if there are no eligible entries.

### **Contact**

If you have any questions or require assistance with regard to the competition and the entire process, please do not hesitate to contact us:

Joana Dietz, [joana.dietz@wirtschaft.uni-giessen.de](mailto:joana.dietz@wirtschaft.uni-giessen.de), +49 641 99-22138 [www.uni-giessen.de/ecm](http://www.uni-giessen.de/ecm)