

IAUP International Business Model Competition

1. CALL DESCRIPTION:

Context of the Initiative

In 2015, the UN approved the 2030 Agenda for Sustainable Development, an opportunity for countries and their societies to embark on a new path to improve the lives of all, leaving no one behind. The agenda has 17 Sustainable Development Goals, ranging from the elimination of poverty to the fight against climate change, education, and equality for women, the defense of the environment or the design of our cities.

General Description

The International Association of University Presidents (IAUP), CETYS University, California State University San Bernardino, and SIAS University invite undergraduate students, currently enrolled in a B.A. or a B.S., to participate in the generation of ideas to create new business models that contribute to the fulfillment of the goals of the 2030 United Nations Sustainable Development agenda.

Specific Description

Students will be able to participate by addressing unmet needs or problem solving that arise in national or international environments with at least one objective of the 2030 Development and Sustainability agenda. The purpose is to generate an innovative business model to achieve the constitution of companies which support the development of conceptual or functional prototypes that create products in demand based on the SDG 2030 and attached to national and international development policies.

<https://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/>

Participating sectors: Industry, commerce and service.

2. PARTICIPATING CATEGORIES:

Undergraduate university students may participate in two forms of the contest.

There are two categories of participation in innovative - disruptive business models aimed at developing projects in the following (1) "Projects and models developed for University benefits (University Projects)", and (2) "Projects and models developed for Community benefits (Community Development Projects - Private Initiative)".

1. University Projects: university projects are all those projects that help improve student life, student career preparedness, mobility and activities on and off campus for university students, with products or services that are innovative, creative and disruptive.

2. Community Development Projects - Private Initiative: These are all those projects that help to substantially improve the lives of people in their communities with the use of technology and innovation, creating products and services that are practical, competitive and that generate long-term sustainable development.

Impact Level

We are seeking projects that have local, regional, national, international or global impact. All proposals must have the possibility to scale globally. Identifying real markets and potential business segments with solutions to current and potential problems in various fields of action: environmental, health, educational, security, family, industry, business, commerce, or others.

3. PARTICIPATION REQUIREMENTS:

A. Only IAUP member Universities can participate. Up to 3 projects may be submitted per university.

B. Students, enrolled in a bachelor's degree program at any IAUP member university, can participate.

C. Each team must have three to five students. All projects must have a multidisciplinary approach using technical skills from different areas.

D. The business model must comply with the bases and requirements of the current call.

E. Participants must respect the procedures, methodologies and dates to cover the final deliverable and the overall process.

F. The business model value proposition presented by each team must include a description of the project, maximum 1,000 words. It must follow the methodology established by the Business Model Canvas and must be uploaded to a Google Drive folder that will be created by CETYS University.

G. Each proposal must include an administrative person in charge of the project. The business plan must mention his or her functions within the project.

H. Participants must agree to evaluation of their project by a group of international experts.

Note: If supported, participants must be willing to publicize their company, and their achievements, to serve as a model or guide to other participants.

I. When and if necessary, students may request advice from academics for their project, but they should declare, in the business model project, the type of assistance or academic support received.

J. Project proposals must be delivered at the place and due dates, established in the following table (complying with the format approved by the ODS CETYS University Committee).

Registration available from	April 1, 2022
Registration Closing	May 27, 2022
Reception of Pitch of Final Projects	June 24, 2022
International Final (Video Pitch Reception and Evaluation)	July 18-29, 2022
Awards	August 19, 2022
Keynote Conference	August 19, 2022

4. AWARDS:

I. The first three places will obtain the following prizes:

- FIRST PLACE \$2,500 USD
- SECOND PLACE \$1,500 USD
- THIRD PLACE \$500 USD

II. Stakeholders will have exclusive access to 3 keynote talks.

5. THE RESOURCES OF THE COMPETITION:

The project (s) that receive(s) the resources of the competition, will have to use such resources to improve its value proposition and business model in terms of the scope and level of the resources obtained. The winning team(s) agree(s) to share, in future editions or entrepreneurship forums, some of the experience or results obtained in this competition.

6. CONFIDENTIALITY:

Information submitted by the participants and generated during the evaluation process, will be confidential, and will not be used for any purpose other than the evaluation, selection and processes of this call.

7. DELIVERABLE:

All participating teams must cover the bases of this call. Their business model initiatives should count with three fundamental elements listed below:

- Business Model (BMC 9 Quadrants - Clearly Identifying Value Proposition).
- A PPT presentation. (10 slides).
- Video pitch (6 minutes maximum).
- Register your project on CETYS Platform (This registration does not replace the digital delivery your PPT and Video, complying with the corresponding guidelines).

Note: The presentation and video pitch must be digital and deposited on the platform of CETYS University <https://registro.cetys.mx/bmc/>.

8. ADDITIONAL INFORMATION:

CETYS Universidad:

Mexicali Campus

Ulysses Moreno
Ph. +52 (686) 567-3700 Ext. 1820
Electronic mail: ulysses.moreno@cetys.mx

Tijuana Campus

Ana Marcela Sosa Arámburo
Ph. +52 (664) 903-1800 Ext. 2729
Electronic mail: anamarcela.sosa@cetys.mx

Ensenada Campus

Jaime Edwards
Ph. +52 (646) 174-5095 Ext. 161
Electronic mail: jaime.edwards@cetys.mx

