*Select a Category*

( ) "Projects and models developed for University benefits (University Projects)"

( ) "Projects and models developed for Community benefits (Community Development Projects - Private Initiative)".

***Problem statement.***

(The entrepreneur has clearly identified the problem and the business opportunity arising from a specific action related to the 2030 sustainable development goals)

IAUP: If so, said problem is related to at least one or several of the UN SDGs 2030 in a clear and precise way.

**Business concept**

 (The business concept is clear and really covers the problem or opportunity).

IAUP: This business concept is clearly related to the solution to the problem or opportunity, counting on the technical feasibility to solve it.

**Insert your BMC in the PPT format**

**Customer market.**

(The entrepreneur has managed to clearly identify the client in relation to their demographic, sociographic and economic characteristics, solving the problem or taking advantage of the opportunity)

IAUP: The client's profile is clearly identified where a feasible solution has been generated with primary research evidence to link the product or service solution to what the client really wants.

**Growth potential.**

(The potential growth of the solution to the problem or opportunity contemplates global megatrends).

IAUP: It is a solution designed in a scalable potential market of a global market that can generate one or several market segments derived from the trend and a first solution generating a real market and a potential market for the future.

**Value proposition.**

(The value proposition in relation to solutions already on the market really generates a new solution and a market that has not yet been generated).

IAUP: Possible competition and substitute products are clearly identified in order to generate a proposal that is derived from a solution to an unaddressed problem or the opportunity to enter new markets by generating specific solutions with broad added value for the various customer segments or potential customers through the business concept.

**Revenue model.**

The financial model has an economic viability contemplating economic benefits.

IAUP: The concept of business model and its value proposition from an economic aspect clearly identifies its costs and revenues, generating enough evidence to consider it economically viable to give sustainability to the value proposition and consolidate it.

**Impact.**

(The value proposition initiative can be said to generate a social, environmental, technological and economic impact related to some SDG's).

IAUP: The business model has generated an initiative that contemplates benefits for all stakeholders, contemplating dimensions such as social, environmental, technological and economic, this can be measured and directly linked to at least one of the Sustainable Development Goals 2030.

**Validation of concept.**

(The business model has sufficient evidence of validation of the value proposition in relation to the market or segment).

IAUP: Entrepreneurs have carried out a validation of the business model and its value proposition based on lean start up tools such as market surveys, interviews, concept tests, product or service sales and have managed to establish corrections to the variations between what you want the market and what your value proposition offers.

**About entrepreneurs.**

(Profile of the entrepreneur, work team and mentors of the Project).

IAUP: Entrepreneurs demonstrate their skills and abilities necessary to advance the business model based on their own attitudes towards the value proposition and motivation to advance their value proposition, with the appropriate support and work team as well as support staff. as mentors to the initiative.