



**Brilliant
Young
Entrepreneurs**

Judging criteria

The Hyundai Brilliant Young Entrepreneur Award will recognize the best start-up enterprise that has demonstrated business potential, innovation in their sector and **a clear plan for becoming a real business.**

1. Business potential: demonstrate that the solution represents sufficient business potential to justify the investment efforts and the risks to be taken. Show concrete steps and plan on how it will become/is a real business.

2. Opportunities for growth: demonstrate how well positioned is the start-up to grow, how strong the marketing plan is and how scalable the business is.

3. Community impact: demonstrate how the business benefits the local community.

4. Financial performance: demonstrate how sustainable the solution will be beyond the initial start-up period and forecast on how the 15,000 Euros will be spent.

5. Innovation: demonstrate that the solution is innovative and a culture of innovation was created within their start-up plan and how it differentiates from competition.

How to enter

1. Submit an Abstract/Business Concept of max 5 pages. The document should consist of:

- An executive summary of max 1 page that should provide the essential information to demonstrate the business potential, sustainability of the solution, and the motivation and readiness of the team to make a real business.
- A financial forecast (profit and loss forecast; cash flow forecast; and comments) may not exceed one page and should provide sufficient information about growth and investment potential.
- Appendices that provide supporting information to the executive summary and financial forecast.
- The Abstracts/Business Concepts should be presented in pdf format and the file should not exceed 5 MB.

2. The 5 finalists will be invited to submit a 2 min Video Pitch in English.

A short video presentation of your solution/company/people in a format of an elevator pitch 2 min.

