STARTUP CHALLENGE 2024

Organized by Engame Academy and Startup Hungary

COMPETITOR GUIDEBOOK

<mark>**PLEASE READ THROUGH THE WHOLE DOCUMENT AND FAMILIARIZE YOURSELF WITH THE DETAILS. IF SOMETHING IS STILL NOT CLEAR WRITE US TO:**</mark>
startupchallenge@engame.hu

What to bring?

- **Food and drinks:**
  - Lunch will be provided by Wolt for all competitors on Saturday and Sunday (orders will be made on Friday and Saturday for the following days, everyone will be able to choose what they want to eat from a set of restaurants)
  - No other food or drinks will be provided, so make sure to bring enough food and drinks for yourself.
- **Laptop:**
  - We encourage each team to have at least one laptop, so that you can work on it during the weekend. If you have one, you can already bring it on Friday. Then you can coordinate with your teammates.
  - We will provide wifi and electricity for you. Don't forget to bring your charger though!
  - In case no one will have a laptop in your team, Engame Academy might be able to provide you one.

Who to bring?

- Competitor application is open until the 24th of March, midnight, so feel free to invite your friends to apply as well. Anyone can apply who is in 9-10-11-12th grade in high school (anywhere in the world), speaks English, and can participate in the whole event in person from Friday 16:00, April 19 until Sunday 20:00, April 21.
- The Sunday afternoon program is open, so we encourage you to invite your friends and family to watch you present. They can register on this link: https://engame.hu/startup-challenge/

Selection of competitors

- The application for competitors is open, but the maximum number of participants is 72.
- There will be an online training delivered by Startup Hungary for the applicants on the week of April 1., between 16:00-18:00. The participation is mandatory.
- After the online training, applicants will have to submit an assignment.

- The organizers will choose the 72 participants based on their motivation stated in their application, on their participation at the online training and their assignment.
- Selection of participants will be announced on the 5th of April.

Fieldtrips

- Selected participants will have the opportunity to go to a fieldtrip to our sponsors, Wolt and Day One Capital and learn more about their work.
- The fieldtrips will be organized on the week of April 8th, on afternoons, between 16:00-18:00.
- Fieldtrips are limited in capacity, the organizers will send out registration forms, and announce who can participate.

Communication before and during the event

- Communication will be organized on Discord, please download the application to your mobile phones.

Prizes

- The 1st team will get HUF 200.000, the 2nd team HUF 100.000, the 3rd team HUF 50.000 and the People's Choice winner team also HUF 50.000.
- The prizes will be paid after the deduction of taxes.

19th of April, Friday 16:00-20:00 – Location: Create 26 (Budapest, Király u. 26, 1061)

- **15:00 Arrival, registration**
  - Please try to arrive latest by 15:30, so that we can register everyone and start at 16:00 on time. Only those can participate at the competition who arrive by 16:00 on Friday.
  - Create 26 is located at Budapest, Király u. 26, 1061. Once you enter the building, you'll have to take the stairs on the left, come up to the first floor, then follow the signs to the opposite corner of the building.
- **16:00 Opening speeches, technicalities, Q&A**
  - Engame Academy and Startup Hungary will welcome you with a little opening speech, then we will go through the agenda of the whole weekend and answer your questions if you have any.
- **16:35 Random idea generator pitch game**
  - As a warm up, we'll play a great game that is called the random idea generator pitch game.
  - There will be two boxes, each with little papers in them. In the first box there will be papers with business categories like "social network", "AI solution" or

"dating site" and in the second box with target groups like "dog owners", "blond people" or "cyclists".

- ○ Whoever is up for it, will go on stage, pick a paper from each boxes, then have to come up with a quick pitch (30-60 seconds) about a startup which is working on a solution that is on his/her papers. Like a "social network" for "dog owners".
- ○ A pitch can be just a few sentences, trying to explain why it is important to work on this idea, what is your solution, etc.
- ○ It's a fun game, there are no good or bad pitches, we encourage everyone to take part :)

- **17:00 Pitches – startup ideas pitched for the competition**
  - ○ In case you have a startup idea for the weekend on which you would be happy to work on, this is your time to present it to the others.
  - ○ It is not allowed to bring ideas that you have already started working on. That would be unfair towards the others.
  - ○ Everyone can present an idea, but it's not mandatory. Once everyone who wanted already presented an idea and we still have time, whoever wants, can present a second idea too.
  - ○ One pitch can be maximum 60 seconds (we will take this seriously), and you can't use a visual presentation.
  - ○ In your pitch you should briefly explain what is the problem you are trying to solve and how. You can also mention what kind of people you want in your team next to you.
  - ○ You have to present your idea by yourself, no team presentations are allowed.
  - ○ You should have an easy to remember name for your idea at this point (it can change later during the weekend) - we will write the name of your idea on a piece of paper and hold it up while you talk, so that people will remember it.

- **17:45 Voting – attendees vote for their favourite pitches**
  - ○ Everyone who pitched an idea in the previous round, will write the name of their startup on an A3 size sheet of paper and stick that to the wall.
  - ○ Each competitor will get three little sticky post it papers and go around and stick them on the three startup ideas they liked the most.
  - ○ You can vote on your own idea too, but only with one vote.
  - ○ You can only vote once for an idea.
  - ○ Once everyone voted, we will count the votes and make an order of the startups in a descending order.
  - ○ We will then calculate how many projects we need (number of total participants divided by four), and thus we will know which projects will be worked on during the weekend. (eg. the 18 startup ideas with the most votes).

- **18:45 Teams forming**
  - ○ The "founders" whose ideas got selected will stand next to their paper with the idea's name on it.
  - ○ All the other people will go around and try to find a team for themselves. Ask questions from the "founders" about their ideas, and choose a project that they would be happy to work on.
  - ○ A startup "founder" whose idea got selected has the right to choose the people to his/her team.

- - We encourage everyone to be open to get together with people they don't know.
    - All teams should consist of 3 to 5 people.
  - **19:30 Lunch order for Saturday**
    - We will walk around the room and collect your lunch orders for Saturday. More info on this later.
  - **19:30 Teams start working (you can stay until 23:00 the latest)**
    - Once the teams have formed, each team will be assigned a table and can start working on their projects.
    - On Friday, there won't be mentoring time, but if you have questions, you can ask the organizers.
  - **23:00 Closing of the office**

20th of April, Saturday 8:00-23:00 – Location: Create 26 (Budapest, Király u. 26, 1061)

- **08:00 Doors open, teams start working**
  - You can arrive anytime between 8AM and 10AM. Make sure to agree on a time with your teammembers in advance. The earlier you start the more time you will have for your project.
- **10:00 Morning mentoring sessions**
  - Experienced business professionals will come and help you with your projects. They will walk around from 10 to 12 and ask questions from you and help you with their expertise.
- **12:00 Lunch**
  - Your lunch will be provided by Wolt (We'll do orders on Friday)
- **16:00 Afternoon mentoring sessions**
  - Same as in the morning but with (mostly) different mentors, between 16:00 and 18:00.
- **23:00 Closing of the office**
  - As on Friday, you can stay latest until 23:00. It's not a must to stay until then, you can leave after 18:00 anytime. Again, coordinate with your teammates!

21th of March, Sunday 8:00-20:00 – Location: Create 26 (Budapest, Király u. 26, 1061)

- **08:00 Doors open, teams start working**
  - Since demo presentations will be delivered to mentors from 11:00, we encourage you to come as early as possible on Sunday to have enough time to prepare.
- **10:30 Demo presentations sent**
  - By 10:30, you will have to send your final presentation to the startupchallenge@engame.hu email address.

- **11:00 Demo presentations**
  - Each team will do a demo pitch to the mentors (in three rooms paralelly). You have to do the same pitch you are planning for the afternoon.
  - Each team will have five minutes for their pitch just like in the afternoon.
  - Each pitch can be delivered by maximum 2 members of the team.
  - The mentors will evaluate the pitches based on five criteria: Problem/solution fit, Scalability, Business model, Presentation style & slides and Team/execution capacity.
- **12:00 Lunch**
  - Lunch will be provided by Wolt just like on Saturday (We will do the orders on Saturday).
- **12:30 Announcement of the 10 teams who can present in front of the jury and the audience during the afternoon**
  - Mentors will also give some feedback to the teams.
  - For the teams not selected, the competition will be over at this point. We encourage everyone to take part in the afternoon program in the audience, to see the other teams presenting and also learn from the other programs as well.
- **13:00 Further work**
  - The teams selected will have some more time to further work on their presentations and pitches.
- **14:30 Sending final presentation**
  - By 14:30, all presenting teams will have to send their presentations to the startupchallenge@engame.hu email address.

!!! THE OPEN PROGRAM OF SUNDAY IS NOT FINAL YET !!!

- **15:05 Opening**
  - Opening by the organizers.
- **15:10 Opening Keynote speech**
  - See the open program: https://engame.hu/startup-challenge/
- **15:20 First five team presents**
  - The order of presentations will be drawn at random and announced in advance.
  - Each team will have 5 minutes to present and 5 minutes to answer the jury's questions.
  - From each team maximum 2 people can be part of the presenters.
  - You will have to use a microphone while presenting.
- **16:25 Forbes 30u30 roundtable**
  - See the open program: https://engame.hu/startup-challenge/
- **17:15 Second five team presents**
  - The order of presentations will be drawn at random and announced in advance.

- ○ Each team will have 5 minutes to present and 5 minutes to answer the jury's questions.
  - ○ From each team maximum 2 people can be part of the presenters.
  - ○ You will have to use a microphone while presenting.
- **18:20 Closing Keynote Speech**
  - ○ See the open program: https://engame.hu/startup-challenge/
- **18:30 Results announced & Award ceremony**
  - ○ The jury will announce the results and give feedback to the teams.
  - ○ Check out the prizes again here: https://engame.hu/startup-challenge/
  - ○ Prizes will be given to each team one by one on stage, and a photo will be made as well.
  - ○ Once all winners have been awarded, we will make a big group photo on stage.
- **19:00 Networking**
  - ○ You can use this time to get to know other people from the audience, and the presenters, keynote speakers, etc. Also you can ask our photographer to make more team photos etc.
- **20:00 Closing of the doors**