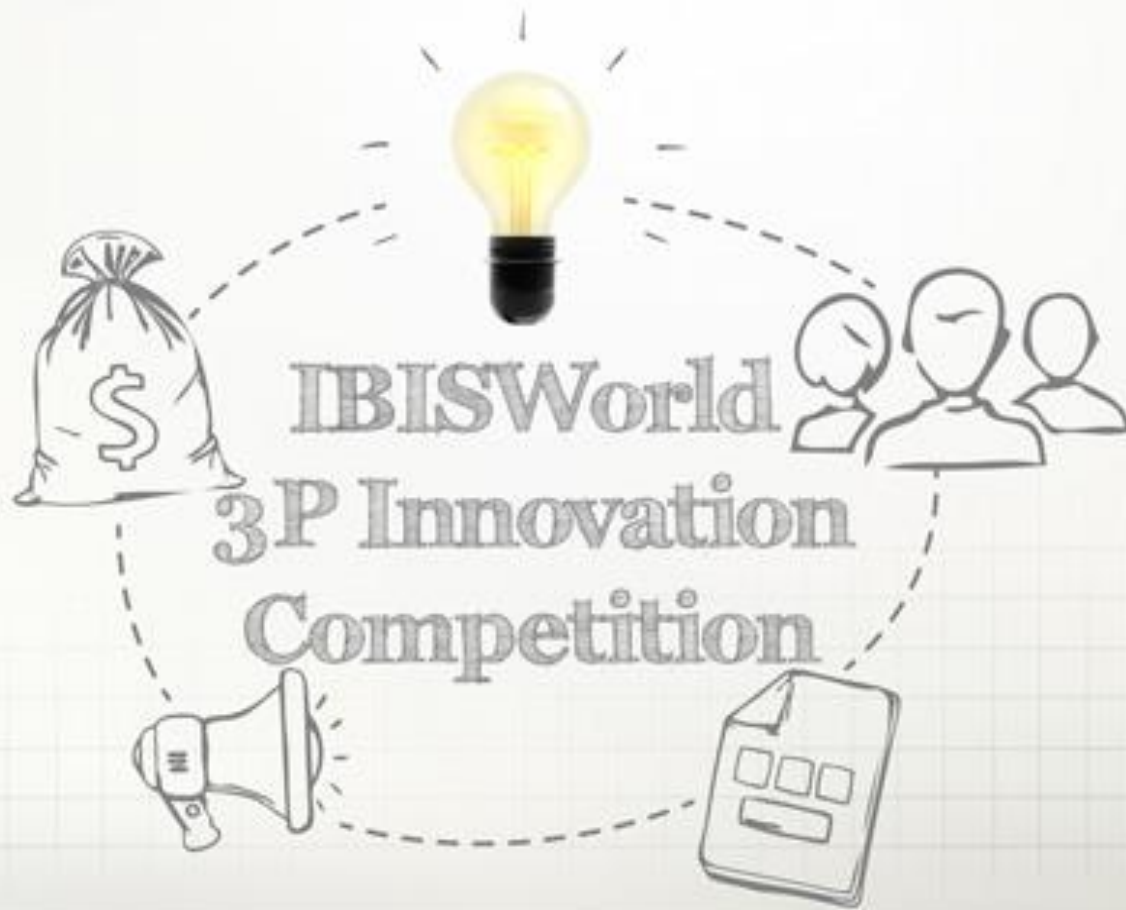
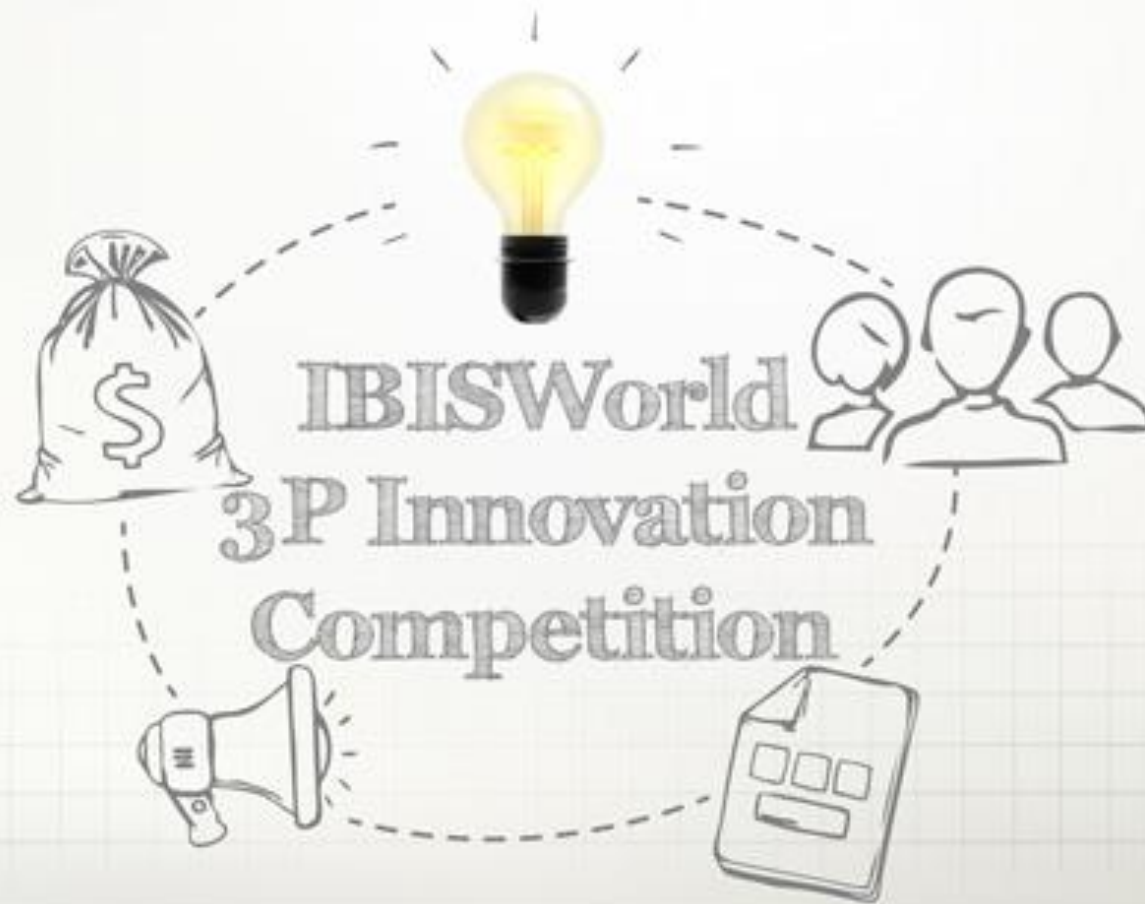




Professor Zoltan Matolcsy

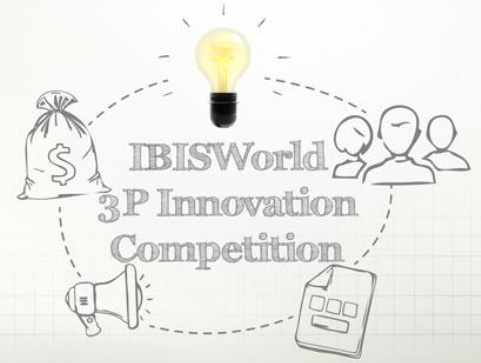


For all enquiries contact:

Katt Robertson

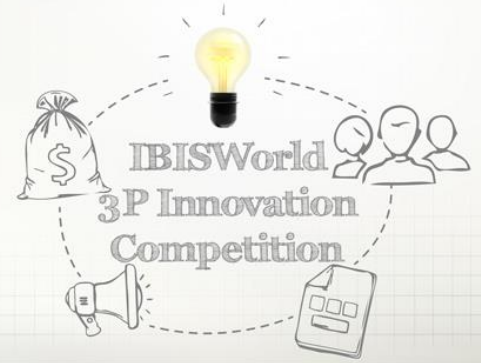
katt.robertson@uts.edu.au

9514 3560



The Mentors & Judges

- Peter Bennett
- David Champtaloup
- Vivian Quinn
- Richard Stewart
- Anthony Deane MindInk
- Mathias Kopp Sydney Angels/CoVEST Capital
- Phil Ruthven IBISWorld



2015 3P WINNERS

Construction Cloud

- Samuel McDonnell – Integrated product design student
- Hartley Pike – Civil/structural engineering student
- Jan Schroeder - Engineering management masters student

What is it?



The challenge requires teams to develop a new, innovative product/idea, service associated with the 3Ps (PEOPLE, PLANET, PROFIT). The teams are required to develop their ideas into a viable business case.

This is your chance to:

- Explore innovative ideas
- Get feedback from business people
- Expand your expertise and network

The Quality of the submission is important not the length of the document.

2016 Competition Guidelines



- Teams to be made up of 1-4 students enrolled in a UTS degree.
- New and innovative products, ideas or services at any developmental stage may be submitted as the basis for the Business Plan. **These however, must be new and may not be a part of an existing business;**
- Intellectual property (IP) associated with the project will remain with the teams;
- Each business plan should be **no more** than 10 A4 pages. Appendices are additional to this limit. An executive summary of the business should not exceed 1 page in length. Pages outside the allowed limit will not be assessed;
- Your team will be disqualified if there is any evidence of copyright infringements or plagiarism;
- **The judge's decision is final and cannot be appealed against.**

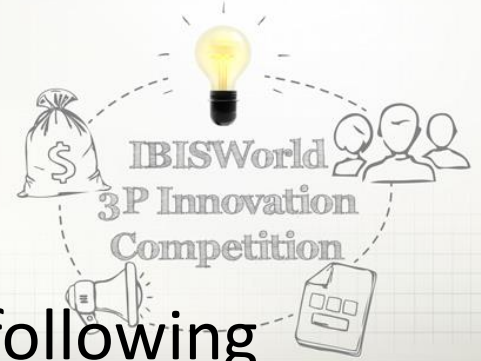


1st Prize \$12,000

2nd Prize \$8,000

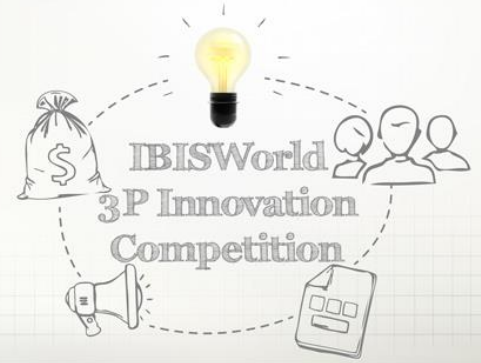
3rd Prize \$5,000

Teams and individuals who submit a business plan will receive a certificate of participation for their resume



Your business plan will be assessed on the following criteria:

1. Quality of the idea , What problem does your offering solve? What is your product or service offering and how does it work? What is the market for this idea? What is your unique value proposition and why does your offering solve the problem better than its potential competitors? Can the associated intellectual property be protected?	25%
2. Implementation of the idea in a business context , How will you market the offer? What is the intended manufacturing or service delivery process? How will it be distributed or provided? Is there any environmental impact associated with the product or service? What are the key strengths/weaknesses of the team proposing the idea?	25%
3. The investment (from a potential investor's point of view, would I put my money into this?) How much investment is required? How will your business make money? What return on investment is forecast? How long will it take to pay back the investment? What are the key risks as you see them and how do you intend to mitigate against those risks?	50%



The short listed entries will also be evaluated by:

- Presentation of the Business Plan by the team to the judging panel
- The Q&A session with the judging panel
- The presentations will be awarded up to 15 points, which will be added to the original score out of 100.

Schedule



14th May 0930-1230 CB08.03.005	Introduction to the competition
21st May 0930-1230 CB08.05.001	Idea Generation Consultations with mentors
4th June 0930-1230 CB08.04.011	Idea Selection Consultations with mentors
6th August 0930-1230 CB08.05.001	Implementation and Financial Consultations with mentors
20th August 0930-1230 CB08.05.002	Draft Business Plan Review and Consultations with mentors
24th August	Business Plans Due <u>submit through UTSONline</u>
10th September (timings to be confirmed) CB08.05.001	Investor Pitch Evening Workshop
17th September 0930 – 1330 CB08.08.03	Presentations & Award Ceremony EVERYONE welcome to attend -

Information about how to book your 15 minute consultations and how many mentors you can see each session, will be emailed to your UTS student address prior to each session.



- **Additional resources available at**
www.3Ps.uts.edu.au



How to develop your idea

Identify a problem then develop
a profitable solution



Stuck?

Watch this video & find out

<https://www.youtube.com/watch?v=clsA1s9SwEU&feature=youtu.be>