



FINAL
GiNOVA

1st ÜNAL ÇAĞINER ENTREPRENEURSHIP COMPETITION

TABLE OF CONTENTS

1.DEFINITIONS

2.AIM

3.SCOPE

4.APPLICATION PRESENTATION FORMAT

5.COMPETITION PARTICIPATION CONDITIONS AND APPLICATION PROCESS

6.COMPETITION CALENDAR

7.SCORING AND EVALUATION

8.AWARDS

9.GENERAL RULES

1. DEFINITIONS

In this specification;

FIU: Final International University,

Final GINOVA: Final International University Entrepreneurship and Innovation Center,

Team Captain: The representative with the authority to represent the team in competitions and the point of contact throughout the process, designated as the team captain for the founding partner of the project (for multiple founding partners, one team captain will be determined),

Competition: The 1st Ünal Çağiner Entrepreneurship Competition,

Competition Process: The period between the start date of competition applications and the announcement date of the final results,

Application Presentation: The entrepreneurial presentation describing the project you have transformed or plan to transform, requested during the application stage.

2. AIM

The aim of the Ünal Çağiner Entrepreneurship Competitions organized by Final GINOVA is to create awareness in the transformation of business ideas and products brought forth by entrepreneurial candidates through the competitions. The competition aims to encourage teams or team members to venture into entrepreneurship, develop their business ideas into internationally competitive, innovation-focused, technologically advanced, commercially validated, marketable products or services, and establish their ventures. Additionally, the goal is to provide support to teams or team members who have established or plan to establish their companies as entrepreneurial ventures, are conducting R&D activities, or aim to advance their projects that have brought commercial products or services to the market.

Through this competition, the aspiration is to contribute to realizing the dream of making the Turkish Republic of Northern Cyprus a center for entrepreneurship.

In line with these objectives, it is planned to organize the Ünal Çağiner Entrepreneurship Competition annually with a different theme each year. The aim is to encourage and support entrepreneurs on the island, as well as to transform innovative ideas into real businesses as a result of these competitions.

3. SCOPE

The competition, which will embark on its journey each year with a different theme, has chosen "Technology Entrepreneurship" as this year's theme.

Project ideas outside of this theme will not be considered for evaluation.

4. APPLICATION PRESENTATION FORMAT

Your application presentation is expected to be prepared in the format of an entrepreneurial presentation. You should prepare your project with attention to the following headings in a way that will transform it into a venture. The format to be used in the application entrepreneurial presentation should include ten (10)

headings. You can download the business plan Word file from the <http://ginova.final.edu.tr> link. The titles and the content of the titles are explained below.

01.Cover : A short and attractive slogan reflecting the business idea and vision of your project, the name of the startup and the logo of the startup should be included.

02.Problem : This is the page where it states which problem(s) it solves and how important (opportunity) that problem(s) is.

03.Solution : This is the page where it is explained how to solve the specified problem(s).

04.Product : It is the page where the product/service offered by your project is explained, how it works and what features it has.

05.Market : The market size of current or potential customers for the product/service should be expressed. On this page, market analysis is expected to be explained under three headings: total market size (full), achievable market size (sam) and available market (som).

06.Competitor Analysis : This is the page where the primary and/or secondary competitors in the market are compared with the team's product/service. It needs to be visualized with a table.

07.Business Model : It is the page where it is explained how to reach the customer and how to generate income.

08.Market Entry Strategy : This is the page where it is explained how the product/service will be promoted in the targeted market, who the target customers are and how the sales will be made.

09.Team : This is the page that includes the photo of the team members who carried out your project, their role in the project, training information in the field of expertise and past work experience.

10.Closing - Contact Information : This is the page where the information to contact the team (e-mail address or phone number) is included for those who want to have more information about the project.

5. ÜNAL ÇAĞINER ENTREPRENEURSHIP COMPETITION PARTICIPATION CONDITIONS AND APPLICATION PROCESS

The Ünal Çağiner Entrepreneurship Competitions will be conducted in two stages: Preliminary Evaluation and Final Day. The final decision of the evaluation committee will be based on the suitability of applications for Preliminary Evaluation or Final levels.

A. PRELIMINARY EVALUATION

Teams with entrepreneurial ideas and/or developing a prototype product will be evaluated in this category based on the Word file and PowerPoint presentation they upload.

B. FINAL

Applicants who successfully pass the preliminary evaluation will be asked to present their projects with a video (maximum length of 10 minutes). These videos will be shown to the jury, and the jury's objective thoughts and decision-making will be obtained through the neuroscience method. This process will determine the ranking of the winners.

- The competition is open to anyone residing within the borders of the Turkish Republic of Northern Cyprus (TRNC), aged between 18-40, with an original idea and a draft even if not yet incorporated into a company.
- Individual applications are accepted, and teams consist of a minimum of (2) and a maximum of (5) members.

- The same team or team members can apply with one idea. Multiple applications with different ideas are not allowed.
- A member (team captain, advisor, or member) can only be part of one team. They cannot be part of different teams.
- Entrepreneurial ideas must not be copied. Ventures identified as similar or imitating others will be disqualified. If the participant has participated in another competition with the same venture, the name, place, date, organizer, and result information of the previous competition must be reported in the project file.
- Throughout the competition, all communications from the Competition Committee will be made to the person designated as the team's communication representative. Therefore, each team must designate a communication representative.
- The tracking of processes is the responsibility of the communication representative, and the Competition Committee is not responsible for delays or disruptions caused by the communication representative.
- Applications are to be made online by sending an email to ginova@final.edu.tr following the information and documents on the <http://ginova.final.edu.tr> website by February 15, 2024.
- In the subject line of the application email: "1st Ünal Çağiner Entrepreneurship Competition / Individual (or) Team Name" should be specified.
- All necessary processes and information for the competition are provided on the Final GINOVA official website. Individuals or teams must follow announcements on the website.
- Adding/removing team members is possible until the end of the application process. Changes within teams cannot be made after the end date of the application process.
- Participants will be considered to have accepted all the terms and conditions specified in the specification by reading and approving all explanations about the competition before applying.

6. COMPETITION CALENDAR

Date	Stage
November 15, 2023 – February 15, 2024	Application Period
February 15, 2024 – March 15, 2024	Evaluation of Applications
March 19, 2024	Announcement of Finalists and Collection of Video Presentations from Finalists
March 21, 2024	Final Day

***Dates and participation links for online training sessions on entrepreneurship presentation techniques, provided by Habitat Association trainers to support candidates during the process, will be shared on the Final GINOVA official website.**

7. SCORING AND EVALUATION

The evaluation of teams will be based on the application presentations they submitted via email. Presentations will be evaluated based on the following headings:

1. Problem-Solution Fit
2. Product
3. Innovation
4. Traction
5. Market
6. Team
7. Presentation

8. AWARDS

RANKING	PRIZE
1st	100.000 ₺ (+Venture Implementation Support *)
2nd	60.000 ₺
3rd	40.000 ₺

Table 1: Awards

*For the winning idea of the first prize to materialize, financial support will be provided by the university or sponsor companies. Supporters will become partners in the project's profit.

*Sponsors providing support to other winning degrees, whether or not the university contributes financially, will symbolically be partners in the profit (10%).

9. GENERAL RULES

- No objections will be accepted during the final presentation stage, except for deviations from the specifications and rule violations. Objections will not be accepted for evaluations based on quantitative criteria, and a new final or presentation evaluation will not be conducted.
- FIU, Final GINOVA, stakeholders, and the organizing committee reserve the right to make any changes to these specifications to ensure that the competitions take place within objective criteria, to better meet the needs of participants, and to ensure the effectiveness of safety measures and competition conditions.

ETHICAL RULES

- Legal proceedings will be initiated immediately for any actions, deeds, or words contrary to societal ethics during the competition process (evaluation process, etc.). The team and its members will be banned from participating in any kind of organization and event within the Final International University for at least 2 years. Points to be considered in the language used in all communication with the Final GINOVA Competitions Committee are as follows:
 - Avoid rude and impolite words and behaviors.
 - Avoid insults, threats, and offensive language.
 - Avoid targeting individuals directly via social media tools such as email, Facebook, Skype, Messenger, Whatsapp, X (Twitter), etc.
 - Attention should be paid to spelling rules and style in petitions and objections.
- Situations, deeds, words, etc., that may affect the functioning and motivations of other teams should not be exhibited during the competition process.

- During the competition process, attention should be paid to providing services in a neutral and unbiased manner without discrimination based on language, religion, philosophical belief, political thought, race, age, and gender, and without engaging in behavior and practices that hinder equal opportunities.
- Team members should not make commitments, promises, or initiatives beyond their powers while fulfilling their duties, and they should not provide deceptive and untrue statements.

Disclaimer

- Final International University and Final GINOVA are not responsible in any way for any product, intellectual property, or damage submitted by the competitors. FIU/Final GINOVA and the organizing officials are not responsible for any material/immaterial damage caused by the competitors to third parties.

Final GINOVA reserves the right to make any changes to these specifications.