



## APPLICATION GUIDELINES VENTURE DAY BAKU 2015

# IE INTERNATIONAL VENTURE DAY

BAKU DECEMBER 3rd

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## PREFACE

In this document you will find all you need to know about the VENTURE DAY EASTERN EUROPE AND CENTRAL ASIA (EECA) startup competition held in Baku on December 3rd 2015.

Over the last 3 years teams that have pitched at Venture Day Madrid have raised over €12M+ in investment - this is your chance to become one of them!

IE VENTURE DAY is IE Business School's startup competition where 10 to 12 teams get the chance to pitch to an audience of local and international angel and VC investors.

The VENTURE DAY EECA, co-organized with High-Tech Park Azerbaijan, is focused on seizing opportunities in the EECA entrepreneurial eco-system. The event being for EECA countries, the English language will be used during the selection process and the final event.

## INTRODUCTION ON IE BUSINESS SCHOOL AND VENTURE DAYS

IE BUSINESS SCHOOL is one of the most celebrated business schools in the world, consistently ranked by Financial Times in the Top 3 Business Schools in Europe since 2011, alongside of HEC Paris and London Business School.

IE is dedicated to educating business leaders through undergraduate and graduate programs based on our core values of global focus, entrepreneurial spirit and a humanistic approach.

The VENTURE LAB is IE Business School's startup accelerator where students and alumni are given the opportunity to launch their own ventures with the support of our expert mentor network, a series of startup workshops, and incubation at Area 31 our startup incubator.

In order to promote and support these values on a global scale, IE has been celebrating its signature VENTURE DAYS across the world. The Venture Days are IE Business School's international startup competitions where we connect the best startups and investors from the local and international startup community.

These non-profit competitions have been taking place internationally in locations such as Madrid, Miami, Tokyo, Bogotá, Shanghai, London, Lisbon, Doha, Mexico City, and more, and have provided startups world-wide with numerous investment opportunities as well as important business contacts.

We hope you can join us in Baku on December 3rd, 2015, to network, promote entrepreneurship, find your next investment opportunity or even pitch your business or idea.

GOOD LUCK!

## SELECTION PROCESS

**1st Step: October 1st to November 5th, 2015.**

Upload your application between October 1st to November 5th, 2015 midnight (Baku Time) at [venture-days.ie.edu/e/december-baku-2015](http://venture-days.ie.edu/e/december-baku-2015) under the form of a two page executive summary.

**Final: December 3rd 2015 in Baku.**

A description of your business in (140 characters MAX).

### URL

- Contact information (phone and email).
- An Executive Summary of 2 pages MAX.
- A framework is available for downloading on our platform.

### SELECTION CRITERIA

- **Innovative** – product/service, business model, and/or route to market.
- **Scalable** – international commercial potential & scalable business model.
- **Team** – relevant skills & experience mix.
- **Market** - clear & large market opportunity.
- **Status** – must have full time dedicated team and product/service in the market with early traction (customers and/or users).

### DEADLINES

- **Submit application:** October 1st to November 5th, 2015 midnight Baku time.
- **Final:** December 3rd 2015 in Baku; five minutes pitch in front of the Jury.

### PRIZES

- **Exceptional meetings with several partners**, enjoying the IE business network, meet investors, as well as executives of large companies, offer including a 3 months space at the partner incubators in EECA, assistance for housing, a dedicated support from High-Tech Park Azerbaijan.
- **Free Incubation at Area 31**, integrating IE Business School incubator in Madrid and benefit from its international exposure and events.
- **Pitch in another Venture Day**, organized in other cities in the world and benefiting from additional exposure in another entrepreneurial eco-system.
- **90% Scholarship for an Executive Education program** at IE Business School around Entrepreneurship.
- **Free travel**, for participating at the IE Venture Day Final for one member of each team pitching in the final (only international air ticket).

## CONTACT US

For further information please contact us at [ievdbaku@ie.edu](mailto:ievdbaku@ie.edu) or visit [venture-days.ie.edu/e/december-baku-2015](http://venture-days.ie.edu/e/december-baku-2015)

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