

# Announcement of the 6th year of the competition "BUT Student Entrepreneurship Award" at Brno University of Technology

## I. Announcement

The Rector is the promoter of the competition "BUT Student Entrepreneurship Award" at Brno University of Technology (hereinafter referred to as "BUT").

## II. Partner

JIC (South Moravian Innovation Center), an association of legal entities (hereinafter referred to as "JIC"), is a partner of the competition.

## III. Stages of the competition

- a) First stage – Development of a business plan and registration for the project
- b) Second stage – Presentation of the business plan
- c) Stage three – Defense and further development of the business plan

## IV. Conditions for Participation in the First Stage of the Competition

- a) A condition for participation in the first stage is that a student of BUT or a group of students of BUT (hereinafter referred to as the "team") registers for the competition within the period from **April 29, 2025 to May 28, 2025**.
- b) For the purposes of this competition, a BUT student is a person enrolled in a bachelor's, master's, or doctoral study program accredited at BUT or any of its faculties or institutes. If a student's studies are terminated or interrupted at any point during the competition, **their participation will be discontinued**.
- c) The team appoints one student to act on its behalf throughout the competition (hereinafter referred to as the "representative"). The representative is responsible for ensuring they are authorized by all other team members to act on their behalf in the competition.
- d) A student or team **may register** for the competition through **MS FORMS**, link [HERE](#), or via the website: [www.vutbr.cz/studenti/podnikavost](http://www.vutbr.cz/studenti/podnikavost).
- e) **A participant in the competition** is considered to be anyone who has registered properly.
- f) As part of the registration, participants must submit and describe a business idea, which includes:
  - a. proper completion of the initial registration form,
  - b. submission of an audiovisual presentation of the business idea either through MS FORMS during registration or by sending it to [podnikavost@vutbr.cz](mailto:podnikavost@vutbr.cz) within the registration period. In the case of a team, this applies as well.
- g) The submitted business idea must be **new**. For the purposes of the competition, a business idea is considered new if:
  - a. it has not yet been implemented in practice, or
  - b. it is already part of a business or other income-generating activity of the participant, provided that such activity began no earlier than 12 months before the announcement of this competition.
- h) For the purpose of **objectively evaluating** the business idea presentation, the organizer appoints a **jury** composed of representatives from BUT and JIC (hereinafter referred to as

the “Evaluation Committee”). Members of the Evaluation Committee also act as mentors and may be approached by the participants.

- i) **The evaluation criterion** is the degree of innovativeness and the level of development of the proposed idea. Based on this criterion, the Evaluation Committee will rank the participants and submit the ranking to the organizer.
- j) Based on the Evaluation Committee's ranking, the competition organizer will select, no later than **June 6, 2025, the participants advancing to the second stage of the competition.**
- k) The maximum number of participants **advancing to the second stage is 20.** In case any selected participant declines to continue, the organizer has the right to select substitutes, always according to the ranking provided by the committee and only up to the maximum number.

#### V. Conditions for Completing the Second Stage of the Competition

- a) A participant completes the second stage if:
  - a. they duly **fill in** the registration form for the second stage of the competition and successfully defend their business plan, and
  - b. they are selected by the competition organiser, based on the evaluation, to participate in the third stage of the competition.
- b) Prior to the business plan defences, the organiser will hold a presentation skills workshop for the participants of the second stage. Attendance at this workshop is not a condition for participation nor a criterion for evaluation in the second stage. In the case of teams, any member may attend the workshop.
- c) The registration form for the second stage and the invitation containing the time and place of the business plan defence will be sent to the participant's **student email address in advance.** If the participant is a team, any member may attend the defence.
- d) In order to ensure **an objective evaluation** of the business plans, the organiser will appoint an Evaluation Committee composed of representatives from BUT and JIC at the beginning of the second stage. The Evaluation Committee may also include representatives from external organisations. Members of the committee will also serve as mentors and may be approached by the participants.
- e) **The evaluation criteria** primarily include
  - a. the quality of the business plan,
  - b. its potential, feasibility, and sustainability,
  - c. the attainability of the goals,
  - d. the ability to present the business plan to the Evaluation Committee.
- f) Based on the Evaluation Committee's assessment, the organiser will select up to **ten participants** with the best business plans **no later than 31 October 2025.**
- g) Each selected participant will receive the **“BUT Student Entrepreneurship Award”** and a scholarship of at least **CZK 20,000** from the organiser.
- h) If the participant is a team, each team member will receive the Student Entrepreneurship Award; the scholarship will be paid to the team leader. If requested by the team leader within five working days of the announcement, the scholarship will be paid to all team members who are currently active BUT students, in proportions communicated by the team leader.
- i) The selected participant **advances to the third stage** of the competition.

#### VI. Conditions for Completing the Third Stage of the Competition

- a) The condition for completing the third stage of the competition is the **completion** of the registration form for the 3rd stage and a **successful defense** of the implementation and development of the business idea. The registration form for the 3rd round and an invitation with the place and time of the defense will be sent to the participant **in advance via their student email**. If the participant is a team, other team members may attend the defense alongside the team leader.
- b) **The evaluation criteria** primarily include
  - a. fulfillment of the business plan,
  - b. potential for further growth and development,
  - c. ability to present the feasibility and financial sustainability of the idea.
- c) In order to ensure **an objective evaluation** of the business plan, the organizer appoints a committee at the beginning of the third stage, composed of representatives of BUT and JIC (hereinafter referred to as the "Evaluation Committee"). The Evaluation Committee may also include representatives of external entities. The committee members also act as mentors, and participants are allowed to reach out to them.
- d) Each participant who successfully defends the implementation of the business plan will receive a scholarship from the organizer, based on the fulfillment of the prescribed evaluation criteria. If the selected participant is a team of students, the provision of Article V, letter g) shall apply accordingly.

#### VII. Changes in Team Composition

- a) The composition of teams may be changed during the course of the competition.
- b) In the event of a change of the managing director, the new managing director is obliged to notify the organiser of this change within 3 working days.

#### VIII. Costs of Participation in the Competition

**Participants** shall bear their own costs associated with participation in the competition, including the development and implementation of their business plan.

#### IX. Ochrana know-how, mlčenlivost, osobní údaje a publicita

- a) All facts and information contained in the materials submitted by the participant within the competition remain the property of the participant.
- b) BUT and JIC undertake to keep such facts and information referred to in point a) confidential and to use them solely for the purposes of the competition and informing about its progress, unless otherwise required by a public funding provider. Even in such cases, the intellectual property rights related to the facts and materials under point a) must not be compromised.
- c) BUT and JIC undertake to use the obtained personal data only within the framework of the competition, in accordance with the relevant regulations and the principles of data protection available at <https://www.vutbr.cz/vut/osobni-udaje> and <https://www.jic.cz/zasady-zpracovani/>

#### X. Publicity

- a) By submitting an application to the competition, participants give consent for the use of the information and materials they provide for marketing purposes of BUT and JIC (web updates, articles, promotional use, and promotion of entrepreneurship).
- b) Selected participants from the second stage and all participants in the third stage of the competition agree that, upon request by BUT or a Partner, they will present their Project at the Velvet Innovation Meet Up or a similar event organized by BUT or its affiliated entity

supporting the development of entrepreneurship, ideas, and innovative thinking among students.

- c) When presenting their Project, participants are required to reference the competition and the innovation and entrepreneurship ecosystem of BUT, contribUTE <https://www.vut.cz/contribute>

#### **XI. Conditions for the Use of the "Pojď podnikat!" Logo**

- a) Participants acknowledge that the "Pojď podnikat!" logo is a registered trademark.  
b) All participants who advance to the second stage of the competition are authorized to use the "Pojď podnikat!" logo in their activities, but only for the purpose of informing about their activities or their participation in the competition. This authorization is valid for the duration of their participation in the competition and for a maximum of three years after the competition ends for that given year.

#### **XII. Conditions for the Use of the contribUTE Logo**

- a) Participants acknowledge that the contribUTE logo is a registered trademark.  
b) All participants who advance to the second stage of the competition are authorized to use the contribUTE logo in their activities, but only for the purpose of informing about their activities or their participation in the competition. This authorization is valid for the duration of their participation in the competition and for a maximum of three years after the competition ends for that given year.

#### **XIII. Zvláštní kategorie soutěže**

- a) The organizer reserves the right to announce a special category at any time during the competition, focused on the innovativeness, timelessness, social impact, and/or future potential of a project or idea.  
b) A proposal to include a project in the special category may be submitted by the Evaluation Committee at any stage of the competition or by the organizer.  
c) The decision to announce a special competition category is made by the organizer.  
d) An award in a special category is not in the form of a scholarship.

#### **XIV. General**

- a) The competition is carried out within the framework of the Strategic Management Support Program.  
b) If, due to external circumstances, in-person participation in the competition is limited or excluded, individual stages may be conducted remotely.

In Brno

doc. Ing. Ladislav Janíček, Ph. D., MBA, LL.M.

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Rector BUT