



# LAUNCHED: HIGHER ED PITCH COMPETITION

WIN UP TO 30,000 AED AND START  
YOUR JOURNEY AS AN ENTREPRENEUR

# ABOUT LAUNCHED

The Student Pitch Competition was designed to stimulate innovation in key verticals that encourage entrepreneurship as a career option among UAE. This competition is done in collaboration with business incubators that will disburse the grants that successful teams. This will allow them to develop a prototype of their product in a controlled environment.

## ELIGIBILITY:

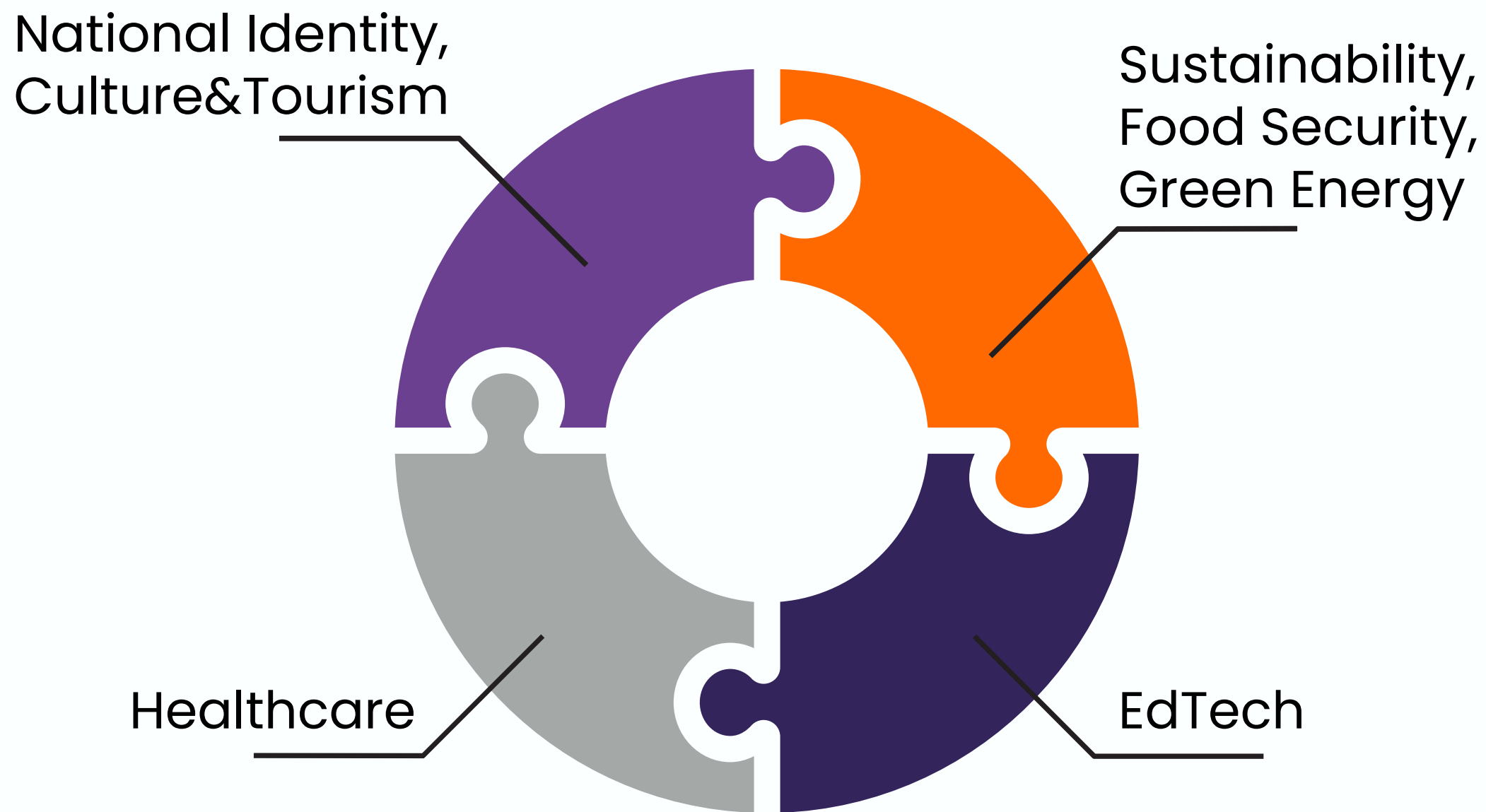
- ✔ Individual students or student teams. All team members must be enrolled in higher education.
- ✔ Winners agree to join an academic incubator to receive the award. This will be their university incubator or an assigned incubator if the university does not have their own registered incubator.
- ✔ At least 50% of the team members must have an Emirati passport. A family book is not needed. Teams can be as few as one person

## PRIZE:

During the Final Pitch Day winners in each category will be awarded:

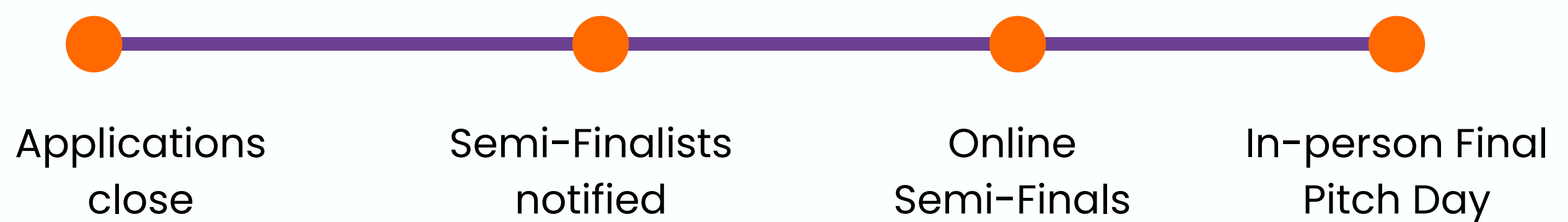


## COMPETITION CATEGORIES:



## TIMELINE

**13th of October**      **20th of October**      **26th of October**      **2nd of November**



- Applications must be submitted by **3:00pm, 13th of October**. Incomplete or late applications will not be considered.
- The **top 10** applications in each category will be notified by **20th of October** that they have progressed to the Semi-Finals.
- The Semi-Finals will be held **online on 26th of October**.
- **Top 5** teams from each category will progress to the **finals**.
- The **Final Pitch Day** will be held **in-person in Ajman on 2nd of November**. The whole team should attend the pitch session as a panel of judges will also be assessing your team's capacity to successfully complete a prototype within 12 months.
- Winners will be announced at the Final Pitch Day closing ceremony. The location and venue will be announced by the end of September.

## HOW TO APPLY

1 Scan the bar code below and fill out the form. Once you submit the form you will be sent your unique proposal link by email. Please save this link to avoid having to re-enter your proposal. You can use this link to modify your proposal until **3:00pm on 13th of October**. Further changes cannot be accepted once the deadline has passed. Teams missing this deadline are encouraged to register for the February 2025 Spring competition.

2. In the form upload a pitch deck (with 8-10 slides) covering the following
- Clearly identified problem and a market for the proposed solution.
  - An innovative solution that delivers clear benefits addressing the problem
  - How this solution differs from existing solutions, what makes it unique
  - How big is the opportunity
  - And how you will tackle the opportunity through a go-to-market plan
  - What is your business model (how you will make money)?
  - How much money could be made (how big is the potential)?
  - What are your next steps to turn this idea into reality (roadmap and use of the grant)

3. **For a bonus on your application**, in the form submit a 1-min video pitch telling us your idea, explaining why you're passionate about it, and how you plan to make it unique.



# COMPETITION RULES

1.If your team misses the pitch day, the opportunity to compete is lost.

2. Pitch sessions will last 10 minutes and will be strictly timed as follows:

- a. Five minutes are allocated to the pitch presentation by the team.
- b. Five minutes are allocated to the judges to ask questions.

This is not much time. You should assume the angel investors have read your proposal, your pitch deck, and your team information. The pitch is a chance to show your passion for the proposal, and to demonstrate why your team and your idea should be funded.

3. The proposal submitted must be the work of the team pitching it. We expect you will receive guidance from your incubator, but all members of the team must have been involved in its development. The judges will check this closely.

4. Funding is being awarded as a grant to your business incubator for your team's use. Sandooq Al Watan does not request any equity in your idea in return for the grant. You retain all rights to the intellectual capital developed. Your team must follow the rules of its hosting business incubator for how the funds can be used. Any funds not used by the Team at the end of 12 months will revert to the hosting business incubator to support other student projects.

5. Teams receiving funding must submit progress reports every 4 months with a summary of how funds are being used and the progress made against plan. Your team will be asked to demonstrate the prototype once it is complete. While we hope every team succeeds in creating a prototype, Sandooq Al Watan is just as interested in your experience and what you learned from it. Even if you are not able to complete your prototype, the judges would still like to interview your team at the end of the time limit. Participation in this competition is a learning experience, just like all experiments in innovation.

6. The business concept presented must respect the culture and values of the UAE.

## Proposal Evaluation Criteria

The Angel Investors' Scoring Sheet is shown below. This is how the Angel Investors have been asked to assess your proposal and your team.

# ANGEL INVESTOR PITCH EVALUATION FORM

**Team's Name: Angel**

**Investor's Name:**

Rate based on how likely you think each criterion is on a scale from 0 to 100%.

| The team need to convince angel investors of three things:   | % Score |
|--|---------|
| a) The problem statement is clear and their is a concrete market for the product. Notes:                       | 0-40    |
| b) The solution is innovative and the business model is clear. Notes:  | 0-40    |
| c) The team is committed and has a clear execution plan including a working prototype within 12 months. Notes: | 0-20    |

We wish all participating teams the best of luck.

You can learn more about Sandooq Al Watan and its programs at

[www.sandooqalwatan.ae](http://www.sandooqalwatan.ae).