



Business Plan Competition

Are you an aspiring entrepreneur with innovative ideas for sustainable rural energy access?

Does your idea have the potential to change the world?

Are you a young academic determined to turn your ideas into practice?

Take up the challenge and convince our high-profile jury of your business plan and make it happen!

A pre-event to the International Conference “Micro Perspectives for Decentralized Energy Supply” Bangalore, April 21-22, 2015

Objective

The objective of our business plan competition is to find and showcase genius ideas across the world, working towards finding innovative solutions and projects in the sphere of the energy access challenge for the Global South, which are financially viable, socially responsible and environmentally beneficial.

Our aims hereby are to:

- Identify excellence and accelerate change
- Influence public perception and focus communities on specific problems
- Mobilize new talent and connect high-potential change makers
- Strengthen problem-solving communities and engage a global network
- Educate individuals and mobilize capital
- Provide the platform where ideas and feedback are shared and refined

Your value:

You will receive valuable feedback on the proposal

For those who qualify for the conference:

- Free coaching and support to develop your business plan, free expert guidance and insight
- Exposure and extensive networks
- Critical assessment and concretization of business ideas
- Pitch in front of high-quality jury as well as potential investors

For winners of the competition: exclusive presentation slot at the conference; free participation to all events, media placement

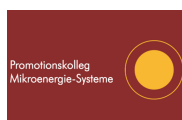
Energy for All

“Energy poverty is one of the most pressing issues of this century. It’s a problem of technology, of infrastructure, of economics, of culture, and of politics – and it impacts over a billion people in the Asia-Pacific region alone.”

Energy for All

The Goal:

- developing approaches for providing access to reliable and affordable energy services and scale these approaches up



PROGRAM DETAILS

Format of the Competition

MicroEnergy International (MEI), the Energy for All Initiative and the Microenergy Systems Research Group (MES) will facilitate the process jointly in order to select the best business plans and innovative ideas. The participants are required **to submit a ppt deck until February 20th, 2015**. The submissions will be screened and approximately 15 business plans will be short-listed to partake in the one-day training workshop. This workshop will target a holistic understanding of the energy access challenge as well as present best practice cases from around the world. It is further a training opportunity for the entrepreneurs to sharpen their own pitches for the next day. During the workshops, the participants will be supported to refine their pitches as well as to present their business idea for various purposes. A specific focus will be given to the utilization of crowd funding platforms as a source of funding.

The participants are prepared to give a final pitch of approx. 5-7 minutes to a high-level jury. This is followed by a Q&A session. The jury will evaluate the business plans based i.a. on the criteria detailed below and make their decision on the winners of the business plan competition. These will be announced at a later stage during the conference.

Preliminary Content of Events

Day 1 -Workshop	Day 2 – FINAL PITCH
<ul style="list-style-type: none">- Introduction, presentation and discussion of innovations and business approaches in place as well as important lessons learned from best and worst practices around the world- Introduction and discussion of the business model canvas framework- Group and personalized consulting advice from experts on the initiation phase and follow-up, with regard to the planning, implementation and development of microenergy projects.- Mock pitches and training	<ul style="list-style-type: none">- Pitch delivery and presentations (also for investors)- Q&A Session

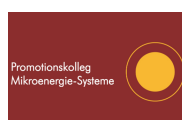
Selection criteria

The first selection round will include a screening of the submitted business plan teasers and a subsequent selection of business plan writers to invite to the workshop.

The teams and business plans will be evaluated based on the following criteria (amongst others):

- **Value Proposition:** Is the rationale clearly focused and commercially feasible? Is the idea replicable and scalable?
- **Market Understanding and Equity focus:** Clear analysis and knowledge of the market segment, characteristics and trends, no discrimination against any particular group of people
- **Team Management:** Organization a project team, commitment, expertise
- **Operations and Implementation Plan:** Logistics and feasibility
- **Financials and Sustainability:** Financial overview, clear assumptions and financial strategy; apart from environmental sustainability, the idea should be self-sustaining eventually
- **Innovation, Technology, Product/Service, Price:** New innovations, cost reduction and efficiency improvements; can it serve the bottom of the pyramid?
- **Impact:** Impact means making a difference to the problem situation trying to be addressed. How will the intervention impact the stakeholders and what difference will it make?
- **Professionalism and Presentation:** Structure of presentation, explanations, comprehensibility

All participants to the competition will receive valuable feedback from experts and exposure to a high-caliber audience and first-class networking opportunities with the jury and participants.



The winners of the competition will receive international visibility through exclusive presentation slots (first 3 places), promotion through websites, social media and blog stories.

Participation and Cost

The competition's focus is on young academics and students, the participants should be young academics (postgraduates incl. PhD and recent graduates (<1 y)). Participation is free of cost. The participation to the Conference is with cost. We will be providing a limited number of scholarships to support travel, accommodation and conference fee reimbursement. Please indicate on your application if you wish to apply for a scholarship.

Preliminary Timeline

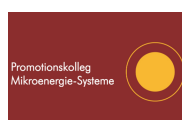
20 Feb 2015	Submission Deadline	
28 Feb 2015	Short-listing Announcement of approx. 15 business plans to be invited to present at the workshop	
21 Apr 2015	Business Plan Training Workshop	<ul style="list-style-type: none"> • Learn from the best • Sharpen your pitch
22 Apr 2015	Final Pitches in front of high level Jury	<ul style="list-style-type: none"> • 15min pitch by selected participants • Q&A sessions
23 April 2015	Announcement of Winner(s)	Special event during the conference Presentation of 3 first places

Submission Procedure

All proposals have to be submitted as ppt deck. We request you to read through [the guidelines](#). All proposals will be screened for the short-listing. Proposals must be **submitted by February 20th, 2015** via the online submission portal (<http://www.microenergysystems.tu-berlin.de/conference/start-the-submission/>). **Please make sure, you select *Business Plan Proposals* as the track indicated for the submission.** Final acceptance for the workshop will depend on the short-listing.

General Rules

- The focus of the business plan is on one of the themes of the conference, or closely related to these. Unfitting proposals might be rejected outright
- Each business plan team should consist of 1-3 individuals
- Participants have to be young academics (Postgraduate, incl. PhD and recently graduated < 1y of graduation)



About the organizers:

MicroEnergy International (MEI) is a private consulting company with more than 30 employees and a strong background in energy engineering and economics, microfinance, management and social sciences. MEI has more than ten years of experience in more than 30 countries in Latin America, Africa and Asia. MEI works with microfinance institutions, energy product & service providers, international development actors and research institutions in order to set up clean energy microfinance schemes.

The **Energy for All Initiative** was formed by the Asian Development Bank in 2008, to build platforms for cooperation, exchange, innovation, and project development for solutions to widespread energy poverty. We've brought together key stakeholders from business, finance, government, and NGOs for a singular purpose: to drive action towards a goal of providing energy access to 100 million people in Asia and the Pacific Region by 2015.

The **Postgraduate Program Microenergy Systems** at the Technische Universität Berlin, is a multi-disciplinary research group, that devotes itself to the analysis of the planning, the potential assessment, the design of products and services, the implementation, the use and the impacts of small scale energy systems in structurally weak areas. Our approach focuses on concepts for a decentralized energy supply on household or community level, where production and consumption of energy are spatially interlinked.

BMS College of Engineering (BMSCE) was founded in the year 1946 in Bangalore by Late Sri. B M Sreenivasiah as the first Engineering College under private enterprise and nurtured by his illustrious son Late.Sri.B.S.Narayan. Started with only three courses, BMSCE today offers 13 UG &14 PG programmes with 14 Research Centers offering PhD programmes.

In cooperation with:



We look forward to your submissions. If you have any questions, please don't hesitate to contact us!



Sebastian Groh

Project Manager

Mob. +880 179 3268329 (Bangladesh)

Pho. +49-(0)30-201 79 968 (Germany)

Mob. +49-(0)157 79 214 705

(Germany)

sebastian.groh@microenergy-international.com

www.microenergy-international.com



Liisa Andersson

Consultant

Mob. +49 176 97557 895 (Germany)

Pho. +49-(0)30-201 79 968 (Germany)

liisa.andersson@microenergy-international.com

www.microenergy-international.com

