

Strasczeg Award 2021 - Idea Competition of HM Hochschule München University of Applied Sciences

++ 3 categories ++ 3 x 5.000€ ++ 3 x 3.000€ ++ 3 x 2.000€ ++

- **Information incl. idea paper template, detailed conditions of participation and online application at <https://www.sce.de/en/connect/strasczeg-award.html>**
- **Application deadline: 12.09.2021, 11.59 pm**
- **Award ceremony: November 17, 2021**

The Strasczeg Award is the idea competition of HM Hochschule München University of Applied Sciences and is awarded in three categories for **innovative business ideas**. The best business ideas from a course (submission in category 1), in the study time (submission in category 2) and from science and practice (submission in category 3) are sought. **Ideas, projects and scientific work** that are driven forward with **entrepreneurial motivation** are eligible to apply. The decisive criteria for the award are the **problem presentation**, the **solution approach**, the **degree of innovation**, the **market potential** and the **implementation planning** of the idea. The award is endowed with prize money totaling **€30,000**. In each of the three categories, the first to third place ideas will receive **€5,000**, **€3,000** and **€2,000** respectively. All participants in the Strasczeg Award are offered a **personal consultation** and **qualified feedback** on their business idea as well as the **chance to receive funding in our six-month start-up certificate funding program** with intensive consulting, exclusive seminars/workshops for founders as well as a prototype budget and workspace in the incubator. The Strasczeg Award is sponsored by the **Renate and Falk Strasczeg Foundation**. The business ideas are evaluated by a jury consisting of entrepreneurship experts from SCE/HM and external partners. The written documents form the **basis of the evaluation**. The announcement of the nominees, the best ideas of the categories, will be made in October. The participation of at least one team member of the nominated idea in the award ceremony (including the presentation of the idea by the participants) is mandatory.

Award categories:

1. best business idea from a course

Prizes will be awarded to the three best entrepreneurial ideas that originated during courses at HM Hochschule München University of Applied Sciences or at the SCE.

2. best business idea in the study time

The three best entrepreneurial ideas of students enrolled at HM that did not arise during courses will be awarded a prize.

3. best business idea from science and practice

Prizes will be awarded to the three best entrepreneurial ideas developed by alumni, professors, lecturers and employees of HM.

Target group:

Business ideas can be submitted for the Strasczeg Award by the following individuals/groups: students, alumni, professors, lecturers, research assistants and employees of HM. In addition, students/alumni from other universities can apply for the award if they have participated in qualification programs of the SCE (submission in category 1).

Application:

The application is only possible online via the application form on the award website until September 12. The following documents are required for application (in PDF format & as ZIP upload with max. 10MB):

- Formulated idea paper of max. ten pages or comparable document (e.g. meaningful presentation / read deck) in German or English; an exemplary template of the idea paper can be found in the download area on the award website for orientation.
- Plus CVs of all participants in the application.

Excluded from the competition are applicants who are and/or have been in a funding program with their idea (e.g. HM/SCE funding program, EXIST etc.) or have spun off.

Contact person and contact at HM/SCE for questions:

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