

# Student Entrepreneurship International Summit by Pépité Île-de-France

## Pitch Contest Rules

### Preface

Following the wish made by the French Ministry of Higher Education, Research and Innovation, **Pépité France** federates 33 Pépité (*Pôles Étudiants pour l'Innovation, le Transfert et l'Entrepreneuriat - Student Poles for Innovation, Transfer and Entrepreneurship*) set up throughout the French territory. An initiative supported administratively by FNEGE (*Fondation Nationale pour l'Enseignement de la Gestion des Entreprises*). Since 2014, the Pépité's mission is to strengthen the entrepreneurial culture and innovation in higher education, by implementing awareness-raising, training, and support actions. Therefore, the National Student-Entrepreneur Status was created for students and young graduates that wish to follow an entrepreneurial path. Pépité France fosters the connection between students' and young graduates' business creation projects with companies as well as support and financing structures.

The **eight Pépité of Île-de-France** have grouped together, forming **Pépité Île-de-France**, with a desire to strengthen their awareness-raising actions and promote collective actions for all the young entrepreneurs supported in the Paris region.

One of the collective actions for 2021 is the **Student Entrepreneurship International Summit** that will take place at the Sorbonne University International Conference Centre (CICSU), on the Pierre and Marie Curie campus (4 place Jussieu, 75005 Paris, France), on **Tuesday 9<sup>th</sup> of November and Wednesday 10<sup>th</sup> of November 2021**.

This summit, supported by Bpifrance and Paris Region, aims to promote the encounter of young entrepreneurs from the 8 Pépité and their international partners. The Pépité will thus strengthen the partnerships already in place between the Pépité and/or their member Higher Education Institutions and international Higher Education Institutions. The two days will be filled with several highlights, such as enriching roundtables, practical masterclasses, inspiring keynote speakers, and an international Pitch Session.

### Article 1 – Purpose

As part of the Student Entrepreneurship International Summit by Pépité Île-de-France (hereafter called “Summit”), Pépité Île-de-France (hereafter called “Organiser”) is launching an international Pitch Contest (hereafter called “Contest”) for higher education students and young entrepreneurs from Europe and Africa, leading a start-up creation project/an entrepreneurial project, or a non-profit organisation/association. The Contest is particularly dedicated to students or young graduates from higher education institutions partners of Pépité and/or their member higher education institutions.

The winners of this Contest will have the opportunity to participate in the Pitch Session on Tuesday, 9<sup>th</sup> of November 2021, and present their project to an international jury and fellow young entrepreneurs.

Thus, the Organiser wishes to promote projects carried out by students and young entrepreneurs, by facilitating moments of exchange and cultural enrichment between the participants of the Summit.

## Article 2 – Organiser

The Contest is organised by Pépité Île-de-France, the grouping of the 8 Pépité of Île-de-France, based at Pépité France - FNEGE, 2 avenue Hoche, 75008 Paris, France.

## Article 3 – Conditions for Participation

To participate in the Pitch Contest, the Candidate shall comply with the following eligibility criteria:

- Higher education student or young graduate for less than 2 years (i.e., graduation in 2019 or 2020)
- Currently developing an entrepreneurial project (ex. innovation project or start-up already developed) – if applicable, the company must not have been created more than 2 years ago (after December 31<sup>st</sup>, 2018)
- The project shall be/have been supported by a higher education institution (or Pépité equivalent)
- Be implemented in Europe and/or Africa
- Have an interest for the international entrepreneurial ecosystem.

Participation in the Contest is free.

## Article 4 – Application

The Candidate shall submit his/her application online at <http://pepité-idf.fr/>. The submission of applications on the website will open on July 1<sup>st</sup> at 9 a.m. (UTC+1:00, Paris time zone).

The deadline for submitting applications is Friday 17<sup>th</sup> of September 2021, at 1 p.m. (UTC+1:00, Paris time zone).

To apply, the Candidate shall create an account and then fill the application form.

The application includes the following information:

- Name of the candidate;
- Name of the project/startup;
- Contact information (email address and telephone number);
- City;
- Country;
- Affiliated higher education institution (certificate of attendance or diploma);
- Brief description of the project (maximum 600 characters, including spaces and characters);
- Pitch – a 3 minutes (maximum) video pitch, in high quality, presenting the project, submitted via Vimeo;
- Stage of maturity of their project among the three stages proposed below:
  - o Concept: The project is at the concept stage if the candidate has identified a business opportunity, and the first functional prototype has not yet been developed.
  - o Emergence: The project is at the emergence stage if the candidate has a first proof of concept or a first functional prototype under development.
  - o Advanced: The project is at the advanced stage if the candidate has already created a partnership with an institution and / or an industry to test his/her solution or if he/she has already made his/her first sales. The start-up can be created.

Please corroborate the stage of maturity indicated by presenting a descriptive document (ex. Pitch deck).

- Social networks and website (if applicable).

Each candidate shall sign the commitment letter available on the application form and submit it along with the application.

The application must be submitted in English.

## Article 5 – Selection Criteria

The selection of projects that will be able to participate in the Summit and the Pitch Session on Tuesday, 9<sup>th</sup> of November 2021 in Paris, will take place in two stages.

### 1. Public vote

The eligible applications will be published on the website and submitted to a public voting as soon as the candidate's application is validated as eligible. The contact information filled in the application form will not be disclosed to the public on the website and will only be available to the Organiser.

The public vote will be based on the pitch video diffused on the website.

Anyone, over 18 years old, can vote by accessing the Summit [website](#) and clicking on the vote button of the project they wish to vote for.

The public voting will close on Wednesday the 22<sup>nd</sup> of September 2021. The 48 most voted projects will be pre-selected to be assessed by a Selection Committee.

### 2. Selection by the 8 Pépité

The 48 pre-selected projects will be assessed by a Selection Committee consisting of representatives of the 8 Pépité of Île-de-France. This Selection Committee will select the 24 winners of the Contest based on the following criteria:

- Presentation of the project,
- Stage of maturity of the project,
- Diversity of activity sectors,
- Taking into account societal and environmental challenges,
- Potential to develop the project/start-up at an international level.

## Article 6 – Announcement of the winners

The names of the Contest winners shall be announced on the 5<sup>th</sup> of October 2021 on the Summit website, and/or by any other means determined by the Organiser.

The Organiser reserves the right to inform the Contest winners personally beforehand, subject to the Contest winner undertaking to keep this information confidential until the official public announcement by the Organiser.

## Article 7 – Nature of the Award

The 24 winners of the Contest will be given the opportunity to participate in the Summit in Paris, and pitch during the Pitch Session held on the first day of the Summit. This represents a unique opportunity to the winners who will be able to attend a two-day enriching and inspiring summit, present their project to an international jury of experts, and ultimately be part of an international community of young entrepreneurs.

Additionally, each winner will be reimbursed for their travelling expenses (accommodation, transport costs and meals), by keeping and sending to the Organiser the original receipts, up to a maximum amount of 600€ (six hundred Euros), on the following conditions:

1. **For accommodation costs:** the Organiser will reimburse up to 2 nights of accommodation in Paris, between Monday November 8<sup>th</sup> and Wednesday November 10<sup>th</sup>, up to 120€ (one hundred and twenty Euros per night).
2. **For the transport costs:** by plane, train, or bus, in economy class, based on nominative standard tickets the cheapest possible (presenting afterwards the original documents); by car: upon highway tickets and fuel cost tickets.  
No taxi or Uber type vehicles (VTC) receipts will be reimbursed.
3. **For meals:** the Organiser will reimburse expenses up to 2 meals for the period from Monday 8<sup>th</sup> November and Wednesday 10<sup>th</sup> November, up to 15 (fifteen) Euros per meal (only upon presentation of original invoices/receipts).

Even if the project is founded by more than one person, only one person can be present in the Summit and participate in the Pitch Session. Also, the travelling expenses will only be reimbursed for one person.

#### **Procedure to follow for reimbursement:**

Each winner must send, by the 26<sup>th</sup> November 2021 at the latest, by email to [pepите.iledefrance@gmail.com](mailto:pepите.iledefrance@gmail.com) and by post to the address mentioned below, a summary list of incurred expenses (and total amount requested) for the travelling expenses and original supporting documents (tickets, invoices, receipts, etc.).

Pépité France - FNEGE  
2 avenue Hoche  
75008 Paris  
France

Each winner's travelling expenses will be paid by bank transfer into each winner's bank account after evaluation of the expenses' eligibility by the Organiser.

If the winner does not send the original receipts by post by the deadline above, the Organiser will not reimburse the travelling expenses.

### **Article 8 – Communication and Marketing**

The winners authorise the Organiser to use and disseminate their names, projects and photographs/videos produced during the Summit, via all media supports for communication purposes without commercial interest.

### **Article 9 – Acknowledgement of the rules**

Participation in the contest implies complete and unreserved acceptance of the current rules by the candidate.

The candidates are committed to providing accurate information during the application process. They particularly undertake to verify that they comply with the eligibility conditions detailed in Article 3.

### **Article 10 - Personal information and data protection**

Pépité Île-de-France is GDPR compliant:

- All data recorded is dedicated to the Summit itself and will not be used out of this scope without owner's explicit consent.

- Every candidate registered in the Contest has the right to change and remove any personal data. To exercise this right, the candidate shall write to the Organiser.
- Pépité Île-de-France guarantees that both data confidentiality and security are maintained by adopting the appropriate process and measures.

## Article 11 – Amendments and Cancelation

The present Rules may be modified or amended at any time by the Organiser without previous notice. It may particularly be modified depending on the evolution of the Covid-19 pandemic in the world and in France. However, the Organiser undertakes to inform the candidates and winners as soon as possible.

Any possible changes made to the Rules shall enter into effect at the time they are published online on the Summit's website on the page dedicated to the contest, available at <http://pepité-idf.fr/>.

## Article 12 – Litigation

In the event of a dispute that arises during the execution of these rules, the Organiser and the participants will endeavour to resolve them amicably.

## Student Entrepreneurship International Summit Organiser

### Pépité Île-de-France

Contact: Ana Amado – Coordination manager Pépité Île-de-France  
[pepité.iledefrance@gmail.com](mailto:pepité.iledefrance@gmail.com)

Pépité France, FNEGE – 2 avenue Hoche – 75008 Paris – France

<http://pepité-idf.fr/>