***Application guidelines***

***For Business Startup Competition for Youth***

The Fund for Support of Women and Youth Entrepreneurs, implemented by the Association for Local Rural Development in partnership with Small Business Expansion Project financed by USAID and Swiss Development Cooperation announce a Business Startup Competition for Youth. The Competition is developed jointly with South East European University Tetovo. The objectives of this Business Startup Competition for Youth are to stimulate and promote entrepreneurial initiative among young people, to bring out new business ideas, to support the transition from the idea to the launching stage and to promote and reward startup businesses.

The Business Start Up competition is **open** **to all young people aged 21-25 from Polog region who have idea for new business.** The best two ideas will be supported with operating grants for launching of the businesses**, 1st place with 3.000 $ and 2nd place with 2.000$. The winners of the competition besides the financial support** (in equipment), **SEEU will be offer office space and utilities within the University building.**

**Timeframe** for implementation of the Business startup competition:

* **Announcement of the Competition on April 7th,** on the occasion of SEEU Open Days in Tetovo;
* **Deadline for application May 20th**, 2015;
* **Pre selection of 10 finalist business ideas, 1st of June**, 2015;
* **Selection of winners, 6th of June** which will be organized in form of public event where finalists will present their business ideas in front of the Evaluation Committee.

The **Evaluation Committee** will be comprised of: **representatives of the Women Advisory Board of the Fund for Support of Women and Youth Entrepreneurs** and  **representatives from SEEU University.**

**Please find below guidance for the topics to be included in Your business idea presentation**.

Should You need any additional information please contact: office@zlrr.org.mk

**Application form**

**Business start ups competition**

\*Please note that this is just a provisional template for the topics to be covered. The final format in which you will present your idea is your decision

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| 1. Information abou the applicant |
| Name  |  |
| Age |  |
| Education |  |
| Contact details |  |
| 2. Short description of the business idea |
| Description of the idea |  |
| Products and services |  |
| Production process |  |
| 3. Description of the market |
| Customers |  |
| Competition |  |
| Competitive advanteges/disadvanteges |  |
| Marketing plan |  |
| 4. Resources (financial, human, equipment) |
| Financial |  |
| Human |  |
| Equipment |  |
| Impact on the supply chain |  |