

# INTERNATIONAL INNOVATORS AWARD 2022



## OUR MISSION

The International Innovators Award (IIA) is an annual activity of SEPT Competence Center, the City of Leipzig and our partners in Vietnam. For more than 5 years the competition has created the opportunities for young enterprises and start-ups in Vietnam to connect and explore the new markets in the European Union and Germany in particular. The International Innovators Award offers a stage for young entrepreneurs to present business plans that have high potential to implement in European markets.

## OUR OFFER

The International Innovators Award offers the following benefits for innovative Vietnamese companies interested in business development abroad:

- Occasion to present the product and service portfolio to an international jury
- Training on designing international Business Models and pitch preparation
- Gratification of the top 2 winning startups/SMEs with a trip to Germany, getting access to office space in Leipzig University including flights and travel expenses
- Opportunities for direct matchmaking with German business partners/customers as well as for product/service validation on site in Germany
- Chance to establish a long-term international cooperation
- Opportunity to develop a network of business contacts in Germany
- Chance for networking with the Vietnamese community in Leipzig

## TARGET GROUP

- Dynamic Vietnamese startups and young SMEs offering innovative products, services and technologies
- Interested in settling in Germany and/or business development on the German market
- With good English or German skills (the presentation will be held in English)
- With can-do attitude, international orientation and ability to be innovative

## DETAILED PROCESS

### Application phase

- All applicants will submit a written short profile of their startup/company and offered innovative products, services or technologies
- An initial selection will be done by SEPT and partners based on the quality of applications

### Training Sessions

- A maximum of 15 startups will be selected and trained during a single day intensive online session on designing an International Business Model and how to pitch in front of an international audience. Online sessions will be free of charge for the applying teams

### Pitch Session

- The pitch event will take place on site in Ho Chi Minh City. All selected participants will present their innovative products or services portfolio, International Business Model and Market Entry Plans in form of on-site pitches. SEPT and other experts from Germany will take part online (or in person if possible)
- Pitches have a duration of max. 5 minutes

### International Innovators Award

- Two winners will be selected in a voting process by a jury consisting of SEPT experts and Vietnamese partners based on their pitches
- Award ceremony will take place on site in Ho Chi Minh City in July 2022

## PITCH CONTENT & REQUIREMENTS

### What to present?

- Present your innovative products, services, solutions
- Unique selling proposition/value
- Reasons to go international and your business goals
- Business development strategy and action plan for the German / European market

### How to present?

- Present and pitch in English
- Use slides and / or other innovative format

## APPLICATION

- Submit a short profile of your company and offered products, services or technology
- Give a short summary on unique selling proposition of your products or services

Please send your application in English or German using the application form available on our website [sept-vietnam.de/iia/](http://sept-vietnam.de/iia/) until 31st of May 2022

## CONTACT US

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[sept-vietnam.de/iia/](http://sept-vietnam.de/iia/)



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