

# INTERNATIONAL INNOVATORS AWARD 2023

*The International Innovators Award (IIA) is an annual activity of SEPT Competence Center, the Leipzig University and our partners in Vietnam, the University of Economics Ho Chi Minh City. 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 IIA 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:

- Training on designing International Business Models and pitch preparation.
- Training on Export Management Advance (which costs EUR 1200).
- Gratification of the top 3 winning Startups/SMEs with a trip to Germany, getting access to office space in Leipzig University including partly flights and travel expenses (with maximum of EUR 1500).
- Opportunities for direct matchmaking with German business partners/customers as well as for product/service validation on site in Germany.
- Opportunities to receive support and mentorship from UEH Institute of Innovation.
- Opportunities to join the equity-free incubation programs, training sessions and access to co-working space in Ho Chi Minh City and/or Mekong Delta for free.
- Chance to establish long-term International cooperation and networking with the Vietnamese community in Germany.

## TARGET GROUP

- Dynamic Vietnamese startups and young SMEs offering existing 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

Applicants will submit a written short profile of their Startup/Company that offer innovative products, solution, services or technologies (PDF file, maximum 10 pages with full contact information) including your answer for the points listed below:

- Briefly introduce your products, services, solutions (the advantages/innovations...) with a business plan and vision for the next 5 years.
- Reasons why you want to internationalize your business in Germany and Europe? How do you think SEPT Competence Center can help you with that?
- What would be the purpose of the trip to Germany?

### 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 International audiences.

## CONTACT US



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### Pitch Sessions

- The pitch event will take place on-site in the UEH-Innovation Institution.
- 6 selected participants will present their innovative products or services portfolio.
- Three winners will be awarded through the voting process by the Jury at the end of the pitch event.

### How to present?

- Present and pitch in English with a Powerpoint or other innovative formats.
- Product demonstration would be a plus.

## APPLY HERE

