

**ENGINEERING GAMES 2026**

From dream to reality



# ENTREPRENEURSHIP RULEBOOK

JANUARY 3RD TO 7TH 2026 | POLYTECHNIQUE MONTREAL  
35TH EDITION OF THE ENGINEERING GAMES



SEPTEMBRE 1<sup>ST</sup> 2025  
ENGLISH VERSION

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# THE ENGINEERING GAMES

For over 30 years now, the Quebec Engineering Games have been the largest engineering competition in Quebec, and the largest gathering of engineering students in the province. Participants from 14 universities in Quebec, Ontario and New Brunswick put their general and specific engineering skills to the test by competing in a variety of challenges. Polytechnique Montréal is honored to host the 35th edition, which will take place from January 3 to 7, 2026.

# THE ENTREPRENEURSHIP COMPETITION

This year marks the seventh edition of the Quebec Engineering Games entrepreneurship competition. This stimulating event challenges participants to push themselves to find innovative solutions to the challenges facing the world today. Teams must not only demonstrate boldness and creativity, but also learn to collaborate with one another.

The future engineers will have the task of building a solid business model and creating a representative prototype of a viable, innovative solution that will have a significant impact on Quebec industries. Each team will then present its project to an expert jury at the Engineering Games in January 2026.

Get ready to take on a challenge, innovate and leave your mark on the entrepreneurial world!

The entrepreneurship team

Contact us at [entrepreneuriat@jeuxdegenie.qc.ca](mailto:entrepreneuriat@jeuxdegenie.qc.ca)

# THEME

## IMPROVING DAILY LIFE

Whether in terms of urban planning or daily life at home, improving one's everyday experience means creating or commercializing an innovation that makes life easier, more efficient, and/or more fulfilling, ranging from the individual level to society as a whole. Thus, the challenge applies both on the scale of a city and on that of the individual. It must make a difference by simplifying or enhancing everyday life.

## CONSTRAINTS

### Geo-commercial constraints

The entire process, from design to manufacturing, including raw materials, must originate from Canada and/or Quebec.

### Environmental Criteria

Although the geo-commercial constraints already promote a local product, which is often more sustainable, particular attention will be given to businesses that uphold ecological values. Additional points will be awarded to them.

**Note:** The actual implementation of the project is not required for the competition; a physical prototype must be submitted. For large-scale projects, it is acceptable, for example, to present a model or a 3D rendering of the innovation to help visualize the proposed idea.





# EXAMPLES

Examples help illustrate the wide range of possible innovations. They are not restrictive and serve as a starting point to envision society at the heart of the ideas.

On a larger scale, Frédéric-Back Park in Montreal is a perfect example of innovation for the community. This site was once a quarry, then a landfill, and has since been transformed into a park enjoyed by athletes and families across the city. Its space is fully optimized to offer the best possible experience to its users. In addition, advanced technologies have been implemented to recover the biogas produced on site. It's up to you to discover more...

Another strong example in urban planning is the removal of a highway to restore a waterway in the city of Seoul. This large-scale project completely transformed the city. Today, many public facilities and installations can be found around the restored area, benefiting both residents and tourists.

At the individual level, innovations are numerous and endless. We can go back as far as the invention of the dishwasher or the lemon squeezer. We can also think of more recent ideas that have become popular, such as the robot vacuum that cleans floors during workdays. It is important to consider the scope and reach of innovation, meaning that even if it is aimed at the individual, the goal is to make life easier for the community. Thus, innovation can be on a large scale and impact a country, a city, or a region, but it can also address each person individually by meeting a collective need.





# DELIVERABLE 1

## IDENTIFYING A PROBLEM STATEMENT

The first deliverable is due on **September 19 at 11:59 p.m.** The first stage of the competition consists of identifying the problem your project will address. It is recommended that your team conduct a brainstorming session to generate ideas. This first deliverable will be the result of that process, presented in the form of a table (see Appendix A: Deliverable Templates). The table will highlight all the key elements necessary to properly structure and define your entrepreneurship project.

The goal of this deliverable is to develop a structured and in-depth understanding of the problem you wish to solve and to map out the ecosystem surrounding it. You will need to complete two to three tables based on the **problems** that show the most potential.

The deliverable must include one or more bibliography pages (min 15 references) and must cover the following points:

**The Problem Statement** : Describe the problem in one clear and concise sentence so that someone outside the project can understand it easily.

**Stakeholders** : Identify the people affected by this problem. Describe their typical profile, their needs, and the industries they are part of.

**Existing Solutions** : Briefly explain what solutions currently exist on the market. Highlight both their advantages and their shortcomings in meeting the needs of those affected.

**Potential Solutions** : Propose several preliminary potential solutions. Are there multiple options? Are they diverse and innovative in comparison to each other? Demonstrate that you have explored various solution pathways and that the problem can indeed be solved.

**Resources** : Briefly describe the technical or financial resources that would be needed to carry out your project.

**Opportunity** : Analyze the economic opportunity presented by this problem. Show that there is a market for solving it. This section can be supported with statistics about the market and demographics of demographics of this part of the market.

**Value Proposition** : Describe how your proposal stands out from existing solutions. What needs does it address, and why are these needs important? The added value must align with the problem statement, the people affected, and the existing solutions.

**Scope** : Describe the two (or more) industries targeted by the problem. Then explain how your solution connects these industries and the impact it has on each of them.

**Obstacles** : Identify the current barriers that explain the lack of progress or the reasons why advancements in solving this problem have been limited. You must demonstrate a deep understanding of the issue and highlight the challenges that future solutions may face.

**Root Causes** : Describe the ecosystem surrounding the problem and the underlying causes behind its lack of resolution. Go beyond the initial “why” and show that you have examined the problem from all relevant angles.

A template of the table will be provided to facilitate the completion of the first deliverable.

*The grading rubric is available in [Appendix B: Evaluation Criteria and Grading Rubrics](#). It contains the evaluation criteria to guide you in assessing the deliverable.*

#### NOTE FOR GRADING

The feedback will be provided to you through your respective Teams channels.

The problem statement deemed the most promising will receive detailed feedback. If you would like another problem statement to be analyzed in greater depth, please let us know.



# DELIVERABLE 2

## VALUE PROPOSITION AND PRELIMINARY BMC

The second deliverable is due on **October 10 at 11:59 p.m.**

It will define the initial outline of your business. For your business to be viable and sustainable, it's important that the product you offer brings value to a specific clientele. So, in the first part, we ask you to develop your project's value proposition. You should use the value proposition template in the appendix to help you define this proposition.

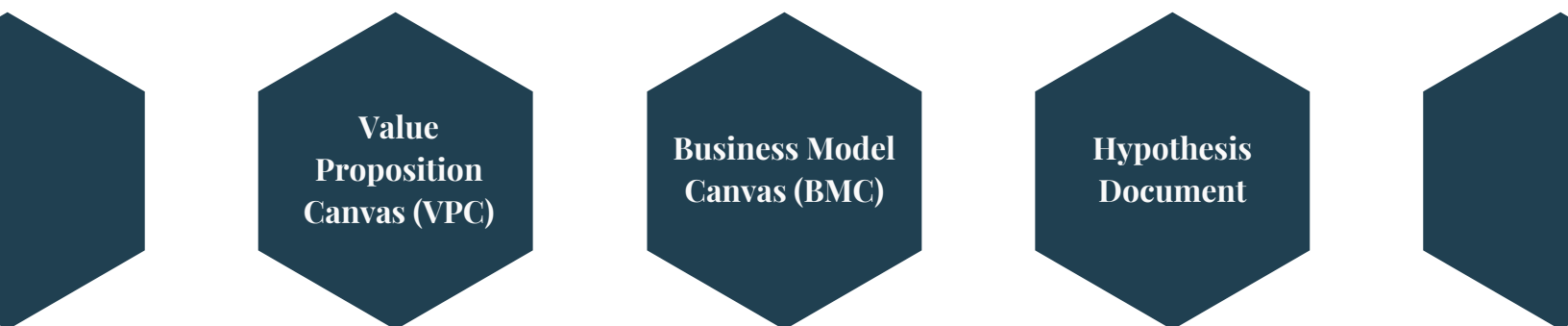
In the first part, the Value Proposition Canvas (VPC) will enable you to get started on your Business Model Canvas (BMC). This template will help you fill in the “value proposition” and “market segment” sections. We're asking you to evolve your product ideology over the course of this fall. That's why we want to see iterations on your business model based on this deliverable.

In the second part, it will be necessary to produce a first version of the BMC. We suggest that you concentrate on the value proposition, market segment (which should already be idealized by part 1 of Deliverable 2), cost structure and revenue streams sections. The other sections should have been briefly elaborated (at least one item per section).

In the third and final part, complete the hypothesis document. You'll need to detail each hypothesis you've made in constructing your BMC. How do you plan to confirm or refute these hypotheses? (Contact a specialist, a potential customer, consult statistics or data, etc.).

We encourage the use of bullet points to present clear ideas.

In summary, we ask you to provide three documents for this deliverable:



Value  
Proposition  
Canvas (VPC)

Business Model  
Canvas (BMC)

Hypothesis  
Document



## 2.1 GUIDE BMC

### DESCRIPTION OF THE BUSINESS MODEL CANVAS BOXES

- **Customer Segments :**

- Description: Identify the different groups of people or organizations your business aims to reach and serve.
- Examples: Individual customers, businesses, young professionals, parents, etc.

- **Value Propositions :**

- Description: Describe the bundle of products and services that create value for a specific customer segment. This is the reason why customers choose your product or service over those of the competition.
- Examples: Innovative solution, customization, design, price, performance, etc.

- **Channels :**

- Description: Explain how your company communicates with its customer segments and how it reaches them to deliver its value proposition.
- Examples: Direct sales, online, partnerships, physical stores, etc.

- **Customer Relationships :**

- Description: Define the type of relationship you establish with specific customer segments. This relationship can be personal, automated, etc.
- Examples: Personal assistance, automated assistance, communities, co-creation, etc.

- **Revenue Stream :**

- Description: Identify how your business earns money from each customer segment.
- Examples: Product sales, subscription fees, rental/leasing, license fees, advertising, etc.

- **Key Resources :**

- Description: List the most important assets required for your business model to work.
- Examples : Physical resources (infrastructure), intellectual resources
  - (patents, trademarks), human resources (team), financial resources (lines of credit), etc.

- **Key Activities :**

- Description: Describe the most important activities your company must carry out for its business model to function.
- Examples: Production, problem-solving, platform/network management, etc.

- **Key Partnerships :**

- Description: Describe the network of suppliers and partners that makes your business model possible.
- Examples: Strategic alliances, joint ventures, supplier relationships, etc.

- **Cost Structure :**

- Description: Identify all the costs required to operate your business model.
- Examples: Fixed costs (salaries, rent), variable costs (materials, production), economies of scale, economies of scope, etc.



## 2.3 VPC GUIDE

Description of the Value Proposition Canvas boxes

- **Customer Jobs :**

- Description: The tasks, problems or needs your customers are looking to accomplish or solve.
- Questions to ask :
  - What are the main tasks your customers are trying to accomplish ?
  - What problems are they trying to solve ?
  - What needs are they attempting to satisfy?

- **Pains :**

- Description: The difficulties, risks or undesirable effects encountered by your customers in carrying out their work.
- Questions to ask :
  - What obstacles prevent your customers from carrying out their work ?
  - What are the main risks or difficulties they encounter ?
  - What do your customers find costly (time, money, effort) ?

- **Gains :**

- Description: The results, benefits or goals your customers want to achieve.
- Questions to ask :
  - What benefits would your customers like to see ?
  - What would make them happy ?
  - What positive results or benefits are they looking for ?

- **Products and Services**

- Description: The list of products and services you offer that help your customers get the job done.
- Questions to ask:
  - What products or services do you offer?
  - What are the most important aspects of these products or services for your customers?

- **Pain Relief :**

- Description: How do your products and services relieve or eliminate your customers' pain.
- Questions to ask:
  - How do your products/services help eliminate or reduce the obstacles and difficulties encountered by your customers?
  - How do they relieve frustration or minimize risk for your customers?

- **Gain Creators :**

- Description : How do your products/services create gains or benefits for your customers.
- Questions to ask:
  - How do your products/services create positive benefits or outcomes for your customers?
  - How do they improve results or make your customers happy?

### **NOTE FOR GRADING**

*The rubric is available in Appendix B: Grading criteria and evaluation rubrics. It contains evaluation criteria to guide you in the grading of the deliverable.*



# DELIVERABLE 3

## REVISED BUSINESS MODEL AND ANSWERED HYPOTHESES

The third deliverable is due on **November 26, at 11:59 pm**. This step involves developing a revised and improved version of your business model. You will need to complete the Business Model Canvas (BMC) again, incorporating more comprehensively the information gathered from the hypotheses made in Deliverable 2. In addition, the hypothesis model will also need to be resubmitted, with all the hypotheses made and their corresponding answers.

The sections to be completed in the matrix remain the same as for Deliverable 2, but will need to be addressed in greater depth. The hypothesis document should trace the history of all hypotheses put forward, including their answers and the methods used to answer them. In addition, it should include any new assumptions made as a result of the answers obtained. Response methods can take various forms, such as interviews, surveys, document research, proofs of concept, experiments or market analyses, among others.

In summary, we ask you to provide two documents for this deliverable:



### NOTE FOR GRADING

*The rubric is available in [Appendix B: Grading criteria and evaluation rubrics](#). It contains evaluation criteria to guide you in the grading of the deliverable.*

### 3.1 THE COLLABORATION WORKSHOP

The collaboration workshop is back this year! This time, teams will gather on **November 1st** at Polytechnique Montreal. The goal of this workshop is to bring universities together to support one another in refining, clarifying, and defining their future ventures.

#### OBJECTIVE OF THE WORKSHOP

The workshop offers teams the opportunity to connect, share ideas, seek advice, and practice their *pitch* experience. The presentation is divided into several sections to better target the information to be shared.

Each team must first present their business in the form of a **1 to 2-minute elevator pitch**. This quick introduction should clearly communicate the core concept of the project.

Next, **2 minutes** are allocated to discuss the main hypotheses surrounding the project, along with key elements to consider in bringing it to completion. The presentation concludes with a **Q&A and feedback** period of **up to 3 minutes**, during which the organizing committee and other teams may offer constructive comments.

Between each presentation, a **3-minute window** is provided for teams to write down any additional feedback not shared during the Q&A. All written and verbal feedback will be compiled and sent to each team shortly after the event.

At the end of the session, a more informal networking period will allow teams to continue discussing their projects and exchanging ideas.

#### IMPORTANT

All points associated with this workshop are based on participation (presentation and feedback). We do NOT evaluate the performance of the presentation.

Following this workshop, it is forbidden to change concepts without the approval of the organizing committee of the Entrepreneurship Competition and/or to adopt a concept similar to one presented by another team. **No plagiarism will be tolerated.**

# DELIVERABLE 4

## BUSINESS PLAN

The fourth deliverable is due on **January 2 at 8:00 p.m.** This deliverable is the complete presentation of your business plan. Whether you are addressing judges, an investor, or a financial institution, you must be able to demonstrate that your business is viable and that you have carefully considered costs, development stages, and risks before seeking support.

Begin by presenting your team and the role of each member in the success of the business. Then describe your company: its mission, vision, values, and the external resources you rely on. Explain why your project has the potential to succeed, as well as the main challenges to anticipate.

Finally, present your three-year financial projections to prove that your business model is realistic and financially sustainable.

This document must demonstrate that:

- ◆ **Your solution addresses a real and relevant need**
- ◆ **Your business model is coherent and well structured**
- ◆ **You understand the costs, required resources, and risk**
- ◆ **Your project is ready to move to the next stage**

### NOTE FOR GRADING

*The rubric is available in [Appendix B: Grading criteria and evaluation rubrics](#). It contains evaluation criteria to guide you in the grading of the deliverable.*

**Deliverable 4** must cover the following points :

**1. Team Presentation (≈ pages) :**

- Introduce each member of your team with a photo, full name, and role within the team, along with a brief description of their expertise and contribution to the project.

**2. Company Description (2 pages) :**

- Present your company in a clear and structured way :
  - Name, logo, mission, vision
  - Short- and medium-term objectives
  - Core values
  - Brief description of the company (industry sector, product or service offered)
- Also mention the external resources you plan to rely on, as well as current or potential partners (organizations, experts, suppliers, etc.).

**3. PRODUCT (1 PAGE) :**

- Problem: Summarize the issue your product or service aims to solve, detailing the specific needs and problems of the market.
- Existing solutions: Provide an overview of current market solutions, highlighting their limitations that your proposal seeks to overcome.
- Your product: Explain in detail the unique features and functionalities of your product, emphasizing its innovative aspects and the advantages it offers.
- Target market: Present the demographics and characteristics of your target market, including its size and the economic opportunities it represents.

**4. IMPLEMENTATION (1 PAGE) :**

- Key success factors and risks: Identify the key factors for your company's short- and medium-term success, as well as the main risks.
- Development and commercialization: Describe the key steps for your product's development, from R&D to commercialization, including any necessary certifications, and your strategy for gaining market share.
- Finances: Summarize the projected costs for development stages and the financing strategies you plan to use.



**Deliverable 4** must include the following appendices :

The background of the diagram features several light blue clouds of various sizes and shapes. Scattered around these clouds are numerous small, four-pointed stars in dark blue, red, orange, and yellow. The stars are of different sizes and are positioned both inside and outside the clouds.

#### 4.1 APPENDIX 1 ECONOMIC ANALYSIS

#### 4.2 APPENDIX 2 TECHNICAL DOCUMENTATION

## 4.1 APPENDIX 1: ECONOMIC ANALYSIS

### DESCRIPTION

This section allows you to demonstrate the financial viability of your business. The figures do not need to be exact, but your team must show a realistic understanding of what it would take to launch, operate, and grow your project.

We recommend using a tool such as **Budgeto** to generate clear financial forecasts. You may also use Excel or Google Sheets. The objective is to present a coherent, simple, and logical overview.

Appendix 4.1 must contain only tables and charts. The summary of your financial data should appear in section “4. Implementation - Finances.” There is no page limit for this appendix, but it is important not to overload the reader with irrelevant or poorly justified information.

### IMPORTANT

Given that your business is at a startup stage, it is normal for certain amounts to be estimated.

## 4.1 ANNEXE 1: ECONOMIC ANALYSIS

### CONTENT

In Appendix 1, prepare a financial projection of your business for the next three years (January 1<sup>st</sup>, 2026 to December 31<sup>st</sup>, 2028).

You must establish:

- A sales price for the product
- The company's break-even point based on expected revenues
  - Production costs (fixed and variable).
  - Administrative costs.
  - Marketing costs.
  - Fixed costs (including, but not limited to, equipment, tools, buildings, energy consumption if applicable, etc.)
  - Variable costs, which include parts (including transport and manufacturing), labor, and any other product-related elements.

Do not neglect the analysis of sales costs, such as time spent by sales staff, implementation costs, delivery costs, etc.

#### 4.1.1 Costs and Financing

Provide a detailed review of your company's expenses and sources of financing from January 1, 2025 to December 31, 2027. Your report must include the following:

- Operating costs: Ongoing expenses to maintain activities (salaries, rent, etc.)
- Production costs: Expenses related to the manufacturing of your product.
- Coûts de ventes : Les dépenses associées à la promotion et commercialisation.
- Sales costs: Expenses associated with promotion and marketing.
- Development costs: Capital invested in research and development as well as product improvement.
- Administrative costs: General expenses related to the management and administration of your company.
- Sources of financing: Identify where the capital needed for your company's development comes from (investors, founders, loans, grants, etc.)
- Financing structure: Determine the breakdown between equity and debt, as well as any repayment terms.

## 4.1 ANNEXE 1: ECONOMIC ANALYSIS

### CONTENT

#### 4.1.2 Detailed Income Statement

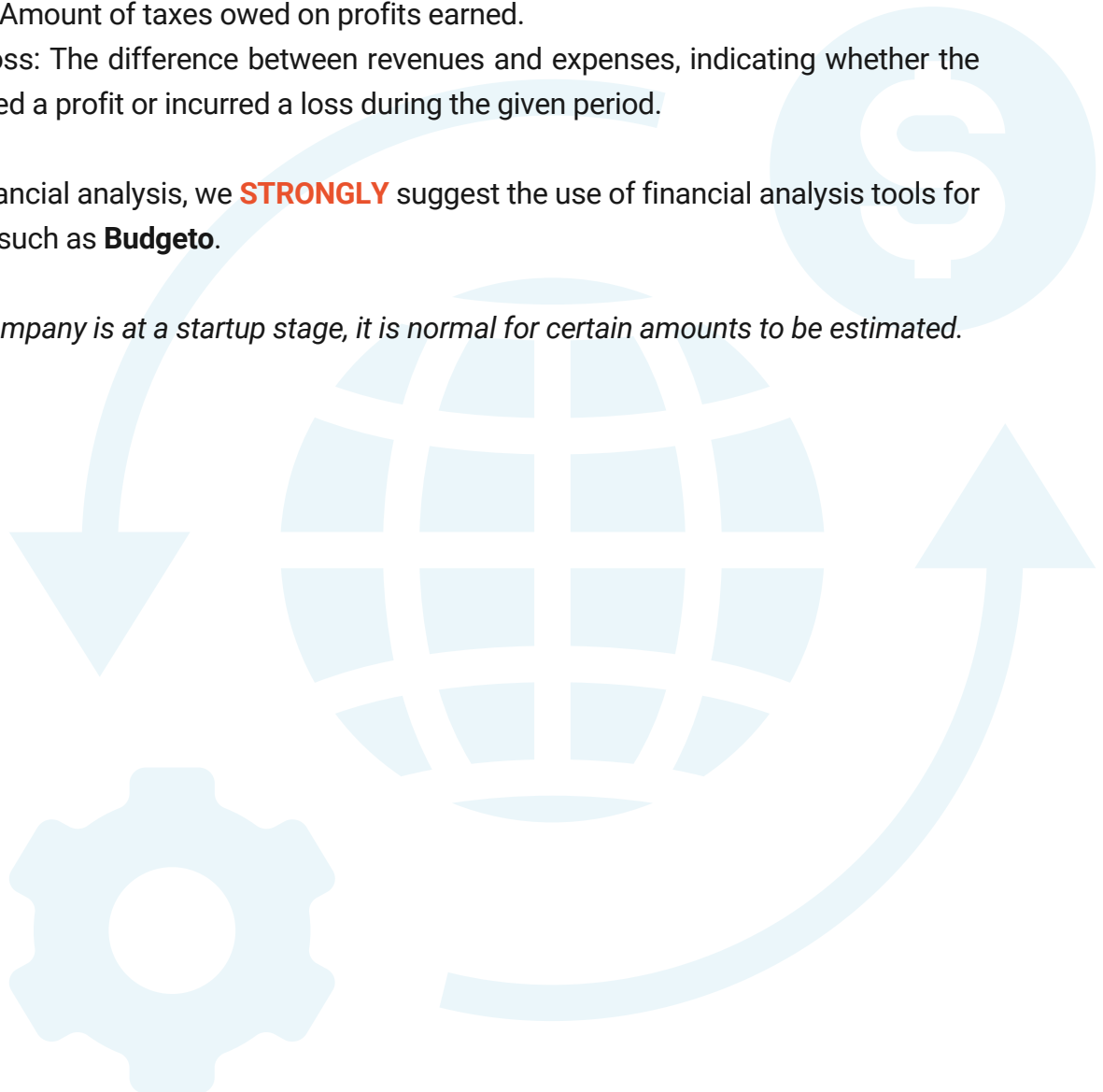
The detailed income statement presents the revenues, expenses, and profits or losses of your company from January 1, 2025 to December 31, 2027.

Your report must include the following points\*:

- Revenues : the sources of income for the company.
- Cost of sales: Expenses directly related to the production or delivery of products or services sold.
- Operating expenses: General and administrative expenses of the company.
- Financial charges: Interest paid on debts or other financial costs.
- Income taxes: Amount of taxes owed on profits earned.
- Net profit or loss: The difference between revenues and expenses, indicating whether the startup achieved a profit or incurred a loss during the given period.

To perform the financial analysis, we **STRONGLY** suggest the use of financial analysis tools for small businesses, such as **Budgeto**.

*\*Given that your company is at a startup stage, it is normal for certain amounts to be estimated.*



## 4.2 ANNEXE 2: TECHNICAL DOCUMENTATION

In Appendix 2, include all technical documentation relevant to the product and clearly indicate the technological innovation. Examples include: 3D model, technical manufacturing plan, electrical diagram, functional architecture, pseudo-code, etc. There is no page limit, **but text paragraphs are not permitted.**

*See Appendix C: Specifications and Regulations.*

### IMPORTANT : PENALTY

One additional page is allowed wherever you deem most relevant within the document. A point penalty will be applied for each extra page beyond the permitted one.







# DELIVERABLE 5

## PROTOTYPE

The prototype presented to the judges is intended to confirm that the proposed solution is functional. It serves to remove any doubt regarding the feasibility of the product and to explicitly demonstrate the technological innovation. The demonstration must highlight the features and usage of the final product.

A prototype, by definition, has all the technical qualities and functional characteristics of the new product you are developing. However, it may also be an incomplete and non-final version of what the finished product could be. The important point is that the prototype demonstrates all the functionalities mentioned.

The prototype may take one of the following two forms depending on your project:

Aspect	Pretotype	Prototype
Purpose	Test <b>real interest</b>	Test <b>feasibility / usage</b>
Cost/effort	Very low	Medium to high
Time of Use	<b>Before</b> building	<b>During</b> or <b>after</b> construction
Example	Landing page, simulation	Clickable application, physical object
Risk Tested	“Does anyone want this?”	“Does it work well?”

## REGULATIONS

- A video cannot replace the prototype, even if the latter is too large. However, it may be used as a supporting accessory for your presentation.
- The maximum dimensions of the prototype are (1.5 m x 1.5 m x 0.80 m). An exemption may be granted, but the prototype must still be able to fit through a doorway and be transported using an elevator. Teams are responsible for being able to move their prototype. No equipment will be provided for this purpose.
- A scaled prototype may be presented.
- Prototypes must be submitted upon arrival at the Engineering Games. Minor modifications to the prototype will be allowed during work periods, but no large tools will be permitted in the rooms (consult the OC if you are unsure).



# DELIVERABLE 6

## OTHER DELIVERABLES

The following elements must also be completed and submitted with deliverable 4.

### 6.1 : INFORMATION SHEET

To assist the audience during the presentation, each team must print a one-page letter-format sheet (single-sided) and hand it to the judges (prepare at least 15 copies). This sheet summarizes the entirety of your project and will be mainly used during deliberations.

Please note that the sheet and its content will not be directly evaluated, **but its absence will be penalized**. In addition, only this sheet may be given to the judges. Any other form of documentation is strictly prohibited. Make sure it is legible and visually appealing.

### 6.2 : BRAND IMAGE

Formerly linked to the promotional video, brand image evaluation is a new feature of this edition. It now takes into account your team's overall efforts to create a strong visual identity. Colors, logo, overall aesthetics... everything that contributes to making your brand memorable will be assessed based on your business plan and information sheet.

**Tip:** creating social media accounts is an excellent way to strengthen your marketing presence and showcase your company's personality.

There is no fixed grading rubric for these 5 points. Consumers will evaluate and rank the teams, and points will then be assigned according to this ranking.

# PRELIMINARY PRESENTATION

The presentation will take the form of a sales pitch before a jury, with a maximum duration of 5 minutes. If necessary, an additional 3 minutes may be granted for a prototype demonstration. After the presentation, a Q&A session will take place with the judges. The goal of the pitch is to convince a panel of experts of the product's potential and the business's viability in the market.

Here is a suggested generic format for the presentation. Each team is free to be creative and adapt it to their business:

## 1. PROBLEM

Present the industry and the chosen problem. Provide context to the jury by describing the specific challenges your business seeks to solve.

**Tip:** Use relevant statistics and concrete anecdotes to illustrate the scale of the problem.

## 2. SOLUTION

Present your product and explain how it addresses the problem. This is the ideal moment for a prototype demonstration. Include audiovisual support showing the product in action to reinforce the visual impact of your solution.

**Tip:** Highlight the innovation and unique advantages of your solution compared to existing alternatives.

## 3. MARKET

Describe your target customers in detail. Use the results of your market tests to show that you have a thorough understanding of the market.

**Tip:** Mention the market size, the specific segments you are targeting, and the economic opportunities it represents.

## 4. BUSINESS PLAN

Present the essential elements of your business plan to demonstrate the viability and resilience of your business against risks. Include key financial aspects such as the break-even point, production cost, sales price, and profit margin.

**Tip:** Use charts and tables to illustrate your financial projections and make your arguments more compelling.

# FINAL PRESENTATION

In the spirit of showcasing all entrepreneurial teams, every team will have the opportunity to present again before the delegations and a new panel of judges. This presentation will last a **maximum of 3 to 5 minutes**, followed by a Q&A session with the judges. The presentation will be cut off once the maximum time is exceeded, even if it is not finished.

Prototypes may be brought on stage during the final. However, the Organizing Committee will not handle their transport, and no additional time will be granted for their setup on stage.

## IMPORTANT

After 4 months of development, the goal of the pitch is to convince a panel of experts of the product's potential and the company's viability in the market.



# PITCH RECOMMENDATIONS

## ◆ Highlight the team.

Briefly introduce your team members, emphasizing their skills and relevant experience.

**Tip:** Show that you have a strong and complementary team capable of carrying the project through.

## ◆ Be concise and impactful.

Limit your presentation to the essential points and avoid unnecessary details. Every word should have impact.

**Tip:** Practice your pitch several times to ensure you stay within the time limit while remaining convincing.

## ◆ Tell a story.

Begin with a story or anecdote that captures the jury's attention and illustrates the problem you are solving.

**Tip:** An engaging narrative can make your presentation memorable and help establish an emotional connection with the jury.

## ◆ Be prepared for questions.

Anticipate questions the judges may ask and prepare clear, precise answers.

**Tip:** Practice Q&A sessions with mentors or colleagues to refine your responses.

# SUBMISSION AND WEIGHTING GRID

The summary table below shows the percentage of points allocated for each deliverable and stage of the competition. All evaluation criteria are presented in [Appendix B: Evaluation Criteria and Grading Rubrics](#).

Deliverables	Weighting (%)	Submission Date
Deliverable 1: Problem Statement	5	September 19 at 11:59 p.m.
Deliverable 2: Business Model	8	October 10 at 11:59 p.m.
Deliverable 3: Hypotheses	15	November 26 at 11:59 p.m.
Collaboration Workshop	5	November 1
Deliverable 4: Business Plan	20	January 2 at 8:00 p.m.
Deliverable 5: Prototype	20	January 4 (PM)
Deliverable 6.2: Brand Image	5	January 2 at 8:00 p.m.
Preliminary Presentation	30	January 4 (PM)
Environmental Impact	2	January 2 at 8:00 p.m.



# **APPENDIX A - TEMPLATES**

## **A.1 SUBMISSION TEMPLATE – DELIVERABLE 1**

The template begins on the next page.



# Problem Statement



## STAKEHOLDERS

## CURRENT SOLUTIONS

## SCOPE

## OBSTACLES

**POTENTIAL SOLUTIONS**

**RESOURCES**

**OPPORTUNITY**

**VALUE PROPOSITION**

CAUSE		EFFECT
		EFFECT
CAUSE		EFFECT
		EFFECT
CAUSE		EFFECT
		EFFECT

# Bibliography

## **A.1 SUBMISSION TEMPLATE - DELIVERABLE 2**

The template begins on the next page.

# Business Model Canvas

Team :

Version :



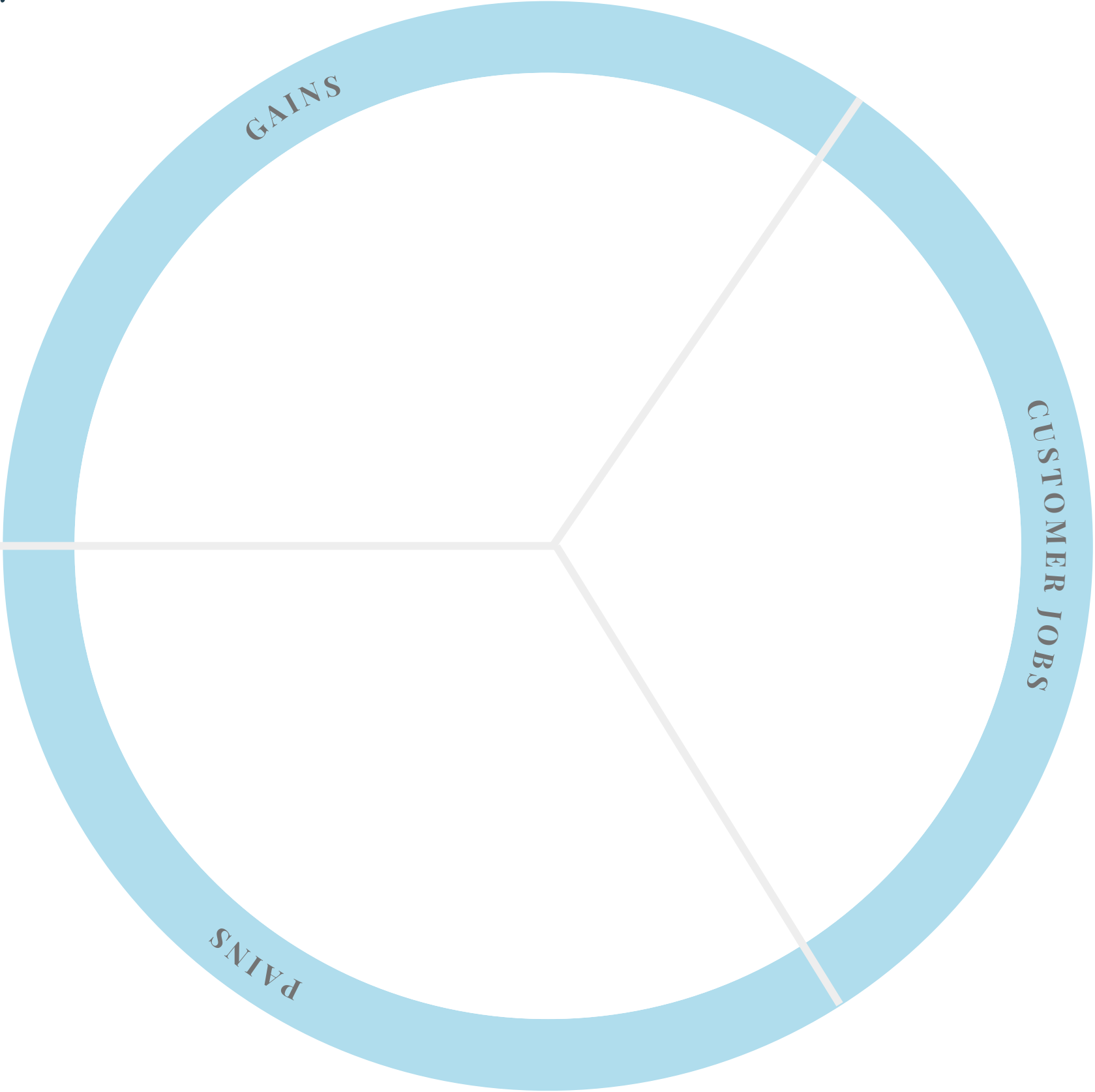
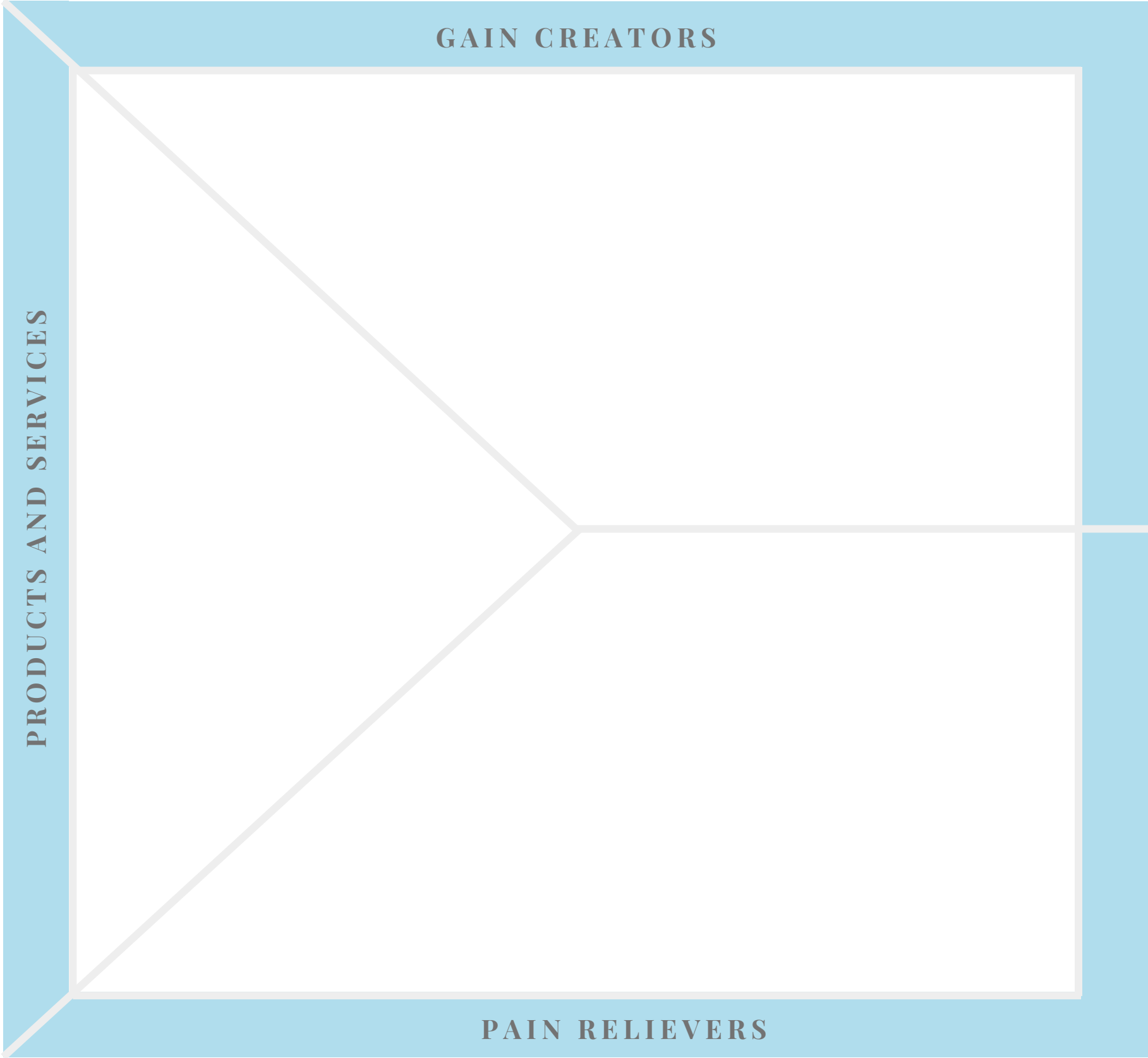
<div>Key Partnerships</div> <div></div>	<div>Key Activities</div> <div></div>	<div>Value Propositions</div> <div></div>	<div>Customer Relationships</div> <div></div>	<div>Customer Segments</div> <div></div>
	<div>Key Resources</div> <div></div>		<div>Channels</div> <div></div>	
<div>Cost Structure</div> <div></div>			<div>Revenue Streams</div> <div></div>	

VALUE MAP

# CANVAS

*Value Proposition*

CUSTOMER SEGMENT





# APPENDIX B: EVALUATION CRITERIA AND GRADING RUBRIC

By integrating the following criteria into your competition, you ensure a comprehensive and fair evaluation of the submitted projects, with a focus on the essential aspects of creating and managing an innovative business.

**C1 - Desirability :** The solution meets market needs and stands out from the competition.

This criterion evaluates how well the company and its product/service distinguish themselves from competitors by offering a unique and innovative value proposition that meets the needs and desires of the market. It considers the attractiveness and usefulness of the offering, as well as the relevance of the proposed solution in addressing the problem. The team must demonstrate a thorough understanding of the competitive advantages of its offering and how it stands apart from existing market solutions. They must also show how their value proposition responds to the needs and desires of the target market.

Key points to evaluate:

- · Originality and innovation of the value proposition
- · Understanding of the target market's needs and desires
- · Analysis of competitive advantages
- · Relevance of the proposed solution

**C2 - Feasibility:** The company is capable of delivering the proposed solution within a realistic timeframe.

This criterion evaluates the company's ability to implement the proposed solution in terms of technology, resources, and time. The team must demonstrate a deep understanding of the technical and logistical challenges associated with implementing their solution, as well as the skills required to overcome these challenges. They must also prove that their solution is economically and technically feasible and that it can be implemented within the given timeframe.

Key points to evaluate:

- Technical viability of the product/service
- · Availability and management of required resources
- · Realism of the implementation schedule
- · Team's skills to overcome challenges

**C3 - Viability:** The business model is profitable in the long term and generates a positive impact.

This criterion evaluates the viability of the company and its business model, as well as the outcomes generated. The team must demonstrate a clear understanding of the costs and revenues associated with its business model, and its ability to sustain long-term growth. It must also show how the company can create a positive impact on society or the environment through its product/service, business model, or operational practices. The team should explain why its social or environmental impact is significant and sustainable, and how it is integrated into the business model.

Key points to evaluate:

- · Profitability and sustainability of the business model
- · Clarity and realism of financial projections
- · Positive social or environmental impact
- · Integration of the impact into the business model

**C4 - Professionalism:** The entrepreneurial team acts in a professional manner.

This criterion evaluates the level of professionalism demonstrated by the team throughout the competition. It encompasses several aspects such as compliance with established criteria, the quality of submitted documents, and the extent to which they reflect the work accomplished as well as the entrepreneurial spirit of the team. The team must demonstrate attention to detail and organization by providing clear, coherent, and well-structured documents. In addition, it must show its understanding of the competition's requirements by meeting deadlines and following the given guidelines. Documents and presentations should reflect the team's professionalism, highlighting the work completed, the results achieved, and the entrepreneurial vision behind the project.

Key points to evaluate:

- Quality and structure of submitted documents
- · Respect for deadlines and guidelines
- · Clear and coherent presentation of the project
- · Level of organization and attention to detail

## B.1 GRADING RUBRIC - DELIVERABLE 1

Grading Rubric - Deliverable 1			
<b>C1: Desirability</b>	Opportunity of the problem	The team demonstrated the importance of the chosen problem by highlighting current solutions and its potential for significant impact. The team clearly identified the stakeholders.	<b>/20</b>
	Definition of the problem	The team presented a clear and precise definition of the problem, allowing an understanding of its scope and challenges. The problem aligns with the theme.	<b>/25</b>
	Coherence of the proposal	The team proposed a convincing overall vision, demonstrating a value proposition that goes beyond existing solutions.	<b>/20</b>
<b>C2: Feasibility</b>	Innovation	The team presented a problem along with realistic solution paths, while also demonstrating innovative elements. The team went beyond conventional approaches to solve the problem.	<b>/20</b>
<b>C4: Professionalism</b>	Quality of the submitted document	The submitted document is neat, concise, and free of spelling, grammar, and syntax errors. It respects the provided guidelines and reflects thorough, high-quality work.	<b>/15</b>

## B.2 GRADING RUBRIC - DELIVERABLE 2

Grading Rubric - Deliverable 2			
<b>C1: Desirability</b>	Desirability of the business model	The team precisely identified the target customer segment as well as indirect actors. It also defined the sales, communication, and customer interaction channels. The value proposition of the business model is clear and convincing, offering real added value. The elements presented are consistent with each other and with the rest of the business model.	<b>/18</b>
	Coherence of hypotheses	The hypotheses identified by the team are precise, consistent with the business model, and make it possible to collect relevant information.	<b>/10</b>
<b>C2: Feasibility</b>	Feasibility of the business model	The team clearly identified the different partners, resources, and key activities necessary for the realization of the business model. The proposed engineering innovation adequately addresses the identified needs and problems, bringing real added value. The elements presented are consistent with each other and with the rest of the business model.	<b>/17</b>
	Coherence of hypotheses	The hypotheses identified by the team are precise, consistent with the business model, and make it possible to collect relevant information.	<b>/10</b>
<b>C3: Viability</b>	Viability of the business model	The structure of revenues and expenses is realistic and demonstrates long-term viability. Research shows that the company can sustain its activities over the long term. All sections of the BMC are completed.	<b>/20</b>
	Coherence of hypotheses	The hypotheses identified by the team are precise, consistent with the business model, and make it possible to collect relevant information.	<b>/10</b>
<b>C4: Professionalism</b>	Quality of the submitted document	The submitted document is neat, concise, and free of spelling, grammar, and syntax errors. It complies with the provided guidelines and reflects thorough, high-quality work.	<b>/15</b>

## B.3 GRADING RUBRIC - DELIVERABLE 3

Grading Rubric - Deliverable 3			
<b>C1: Desirability</b>	Desirability of the business model	The team precisely identified the target customer segment as well as indirect actors, in addition to defining the sales, communication, and customer interaction channels. The value proposition of the business model is clear and convincing, offering real added value. The elements presented are consistent with each other and with the rest of the business model.	<b>/12</b>
	Coherence of hypotheses	The hypotheses have been verified and allow the business model canvas to be completed with relevant and accurate information. The validation process is well demonstrated and shows the team's iterative journey.	<b>/16</b>
<b>C2: Feasibility</b>	Feasibility of the business mode	The team clearly identified the different partners, resources, and key activities necessary for the implementation of the business model. The proposed engineering innovation adequately addresses the identified needs and problems, bringing real added value. The elements presented are consistent with each other and with the rest of the business model.	<b>/12</b>
	Coherence of hypotheses	The hypotheses have been verified and allow the business model canvas to be completed with relevant and accurate information. The validation process is well demonstrated and shows the team's iterative journey.	<b>/16</b>
<b>C3: Viability</b>	Viability of the business model	The structure of revenues and expenses is realistic and demonstrates long-term viability. Research shows that the company's activities can be sustained over the long term. All sections of the BMC are completed.	<b>/12</b>
	Consistency of hypotheses	The hypotheses have been verified and allow the business model canvas to be completed with relevant and accurate information. The validation process is well demonstrated and shows the team's iterative journey.	<b>/17</b>
<b>C4: Professionalism</b>	Quality of the submitted document	The submitted document is neat, concise, and free of spelling, grammar, and syntax errors. It complies with the provided guidelines and reflects thorough and high-quality work.	<b>/15</b>

## B.4 GRADING RUBRIC - DELIVERABLE 4

Grading Rubric - Deliverable 4			
<b>C1: Desirability</b>	Market Description	The team clearly identified its target clientele, the potential for innovation in the market and succeeded in demonstrating the project's economic potential.	/15
	Existing Solutions	All pre-existing solutions are identified; their advantages and disadvantages are highlighted. The team demonstrates its knowledge of the current state of the market and highlights the project's value proposition.	/5
	Development and Marking of the Product	The team presents a clear, well-structured action plan over time, enabling it to expand its market and establish a relationship with customers through different channels. The next key activities are highlighted, clearly demonstrating the team's coherent vision for the development and evolution of its business.	/10
<b>C2: Feasibility</b>	Product/Service Description	The project is based on an engineering product that stands out from the current competition because of its innovative nature. The description of the product and its use is clear, and all relevant technical documentation is included.	/15
	Success/Risk Factors	The success and risk factors are clear and their impacts have been clearly identified.	/10
<b>C3: Viability</b>	Economic Analysis and Cost Summary	The economic analysis is complete and realistic. It demonstrates the company's viability. Medium-term financial projections and income statement are complete.	/20
	Theme	The project without a doubt respects the theme of the competition. (see theme page).	/5
	Problem and Need	The team clearly and precisely describes the problem or need to which the project responds.	/5
<b>C4: Professionalism</b>	Presented Document Quality	The document is clean, concise and free of spelling, grammatical and syntactical errors. It complies with the instructions provided, and reflects complete, high-quality work. The presentation of the team and company are complete.	/15

# APPENDIX C – SPECIFICATIONS AND REGULATIONS

## D.1 Late Submission of Deliverables

- Any late submission of a deliverable (except Deliverable 4) will result in a penalty of 5% per day (24h) of delay.
- Deliverable 4: Each additional page for Deliverable 4 will result in a 20% penalty. Any late submission of Deliverable 4 (24h) will result in a 40% penalty per day of delay.

## D.2 Pre-Existing Projects

- A project that is a continuation of a pre-existing project (including a technical group, a research project, etc.) will be DISQUALIFIED from the final (and therefore from the podium). The organizing committee reserves the right to enforce this rule at any time during the competition.

## D.3 Submission of Deliverables

- All deliverables must be submitted via the Teams platform reserved for your university.

## D.4 Questions and Clarifications

- Any questions regarding the deliverables or regulations must be asked through the Teams channel reserved for your university. Answers to general questions that the organizing committee deems relevant will be communicated via the general channel.

## D.5 Modifications to Regulations

- The organizing committee reserves the right to adapt certain sections of this handbook throughout the competition. Such modifications will be announced to the VPs Entrepreneurship of each delegation and will always be made with the goal of maintaining a fair and high-quality competition.



# QUESTIONS AND ORGANIZING COMMITTEE

For any questions or comments regarding the challenge, you may contact the Entrepreneurship Team.

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