Jeux de Génie
EngGames 2027
Libère ton génie | Unleash your genius

ENTREPRENEURSHIP RULEBOOK

JANUARY 3RD TO 7TH 2027 | UNIVERSITÉ LAVAL

36TH EDITION OF THE ENGINEERING GAMES

AUGUST 31, 2026 | 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. This year, Université Laval is honoured to host the 36th edition of the event, which will take place from January 3 to 7, 2027.

THE ENTREPRENEURSHIP COMPETITION

This year marks the eighth edition of the Quebec Engineering Games entrepreneurship competition. This stimulating event challenges participants to step outside the technical framework and dive into the business world. Each team will need to demonstrate boldness and creativity and push themselves to find concrete solutions to today’s major challenges.
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 2027.

Are you ready to take this unique opportunity to link engineering and entrepreneurship to create solutions for the future and unleash your genius?

The entrepreneurship team

Contact us at entrepreneuriat@jeuxdegenie.qc.ca

THEME

PREVENTIVE ENGINEERING

Rather than repairing, preventive engineering acts at the root causes to anticipate the challenges of tomorrow. This theme calls for solutions that can identify, predict, and reduce technical, human, or systemic risks. Whether it involves infrastructure, services, or complex operations, the challenge aims to maximize reliability and safety proactively.

The objective? Create a sustainable impact where engineering is most effective.

Image generated by Google Gemini.

CONSTRAINTS

AUTONOMY CONSTRAINT

The solution must respect the principle of “Human out of the loop”. In other words, it must minimize any direct human interaction for the system to operate and maximize autonomy.

TANGIBILITY CONSTRAINT

The solution cannot be purely digital or software-based. It may utilize computing or artificial intelligence, but must interact with a physical prototype or system to encourage tangible innovation.

ECO-DESIGN CONSTRAINT

To encourage responsible design choices, the development of the solution must consider its environmental impact as soon as it is created to reduce its ecological impacts throughout its life cycle. Details regarding this constraint will be provided in Deliverable 4.

EXAMPLES

These examples help illustrate the wide range of possible innovation opportunities. They serve as a starting point to guide your reflection, without restricting you.

KONOS

KONOS Technologies illustrates perfectly the application of preventive engineering for the safety of industrial workers. The company developed an innovative system that integrates with existing trucks to fully automate the laying and removal of signal cones. By eliminating high-risk manual interventions, this technology drastically reduces accidents at work, optimizes human resource allocation, and increases the efficiency of field operations.

© KONOS Technologies

© Isentia

ICENTIA

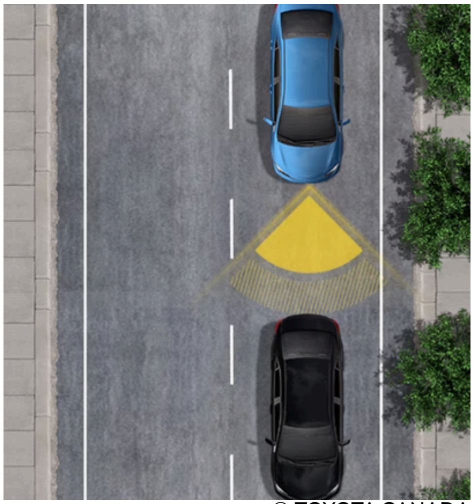
On the general public side, Icentia stands out for developing medical monitoring and analysis devices. The company enables healthcare institutions to maximize their effectiveness by preventing cardiac conditions before they occur. This is the ideal example of a solution combining a physical prototype (biometric sensor) with a computer platform (data analytics server), demonstrating the full potential of the technology in the service of prevention.

EXAMPLES

These examples help illustrate the wide range of possible innovation opportunities. They serve as a starting point to guide your reflection, without restricting you.

TOYOTA

On a larger scale, Toyota engineers are constantly pushing the boundaries of road safety prevention. In particular, the manufacturer uses advanced telematics and on-board sensor networks (radars and cameras) to analyze vehicle trajectory and the driver alertness in real time. By automating emergency braking 100% mechanically and electronically, their systems eliminate human error to prevent accidents.



© TOYOTA CANADA

MICHELIN

© MICHELIN

Michelin is a perfect example of the transition to preventive and predictive maintenance through smart factory (Industry 4.0). By installing analysis sensors on the engines and presses of its tire manufacturing lines, the company detects micro-anomalies long before a part breaks. This approach allows repairs to be scheduled at the optimal time, thus reducing unexpected production downtime, extending equipment lifespan and ensuring a safer working environment for operators.

DELIVERABLE 1

1 2 3 4 5 6

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 times** the table of this deliverable based on the problems that show the most potential.

The deliverable must include one or more bibliography pages (min. 10 references) and must cover the following points:

- **Problem Statement**: Describe the problem in one clear and concise sentence so that someone outside the project can understand it easily. Then, include 1 to 3 causes of your problem with 1 or 2 effect/consequence for each of your causes.

- **Value Proposition**: Write your value proposition by clearly stating which specific problem you are solving, for whom, and how your solution differs from existing alternatives. Formulate it from the point of view of the concrete benefit to the client rather than your technology, ideally in a compelling and quantified sentence, understandable by a non-expert jury. Make sure that it demonstrates both the reality of market need and the distinctive and defensible nature of your advantage.

- **Stakeholders**: Identify and clearly describe all the stakeholders in your project, either all the actors who influence your solution or who are affected by it: customers, users, partners, suppliers, regulations, etc. For each, specify their role, interests, and expectations. Distinguish users from your paying customers when it's not the same person, and show that you understand what each stakeholder expects of you and what you expect from them.

- **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. Explain the resources you need to improve your knowledge of the subject and start prototyping.

- **Obstacles**: Identify the current obstacles that explain the lack of progress or the barriers why advancements in solving this problem have been limited. Explain how these obstacles could make your task and plan more complex to overcome them. You must demonstrate a deep understanding of the issue and highlight the challenges that future solutions may face.

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

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

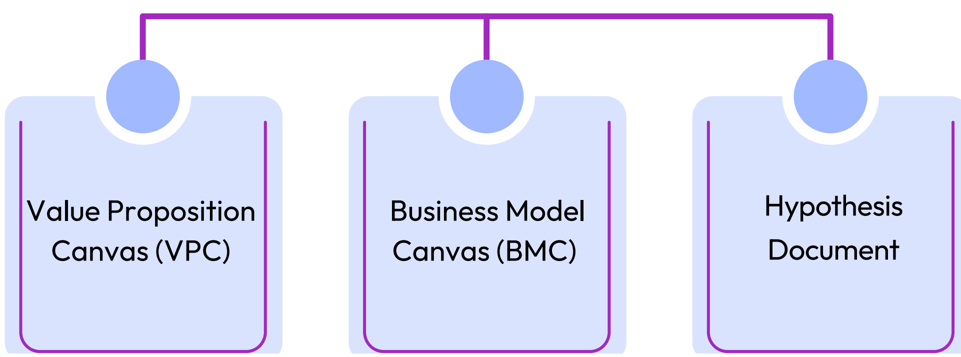
The second deliverable is due on **October 10 at 11:59 p.m**. It will define the initial outline of your business. For your business to be viable, it is important that your offered product brings value to a specific clientele. So, in the first part, we ask you to develop your project's value proposition. You should use the value proposition template in the appendix (Excel sheet) 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 is 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 segments (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 have made in constructing your BMC. How do you plan to confirm or refute these hypotheses? (For example, 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:



2.1 BMC GUIDE

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.

DISTRIBUTION 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 STREAMS

- 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.

2.2 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 looking 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 obtain?
  - 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 RELIEVERS

- 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

1 2 3 4 5 6

REVISED BUSINESS MODEL AND ANSWERED HYPOTHESES

The third deliverable is due on **November 28, 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. It will also need to include any new assumptions made as a result of the answers obtained.

Validation of hypotheses is an essential step in your entrepreneurial approach. Each hypothesis must be supported by a concrete validation method, not by assumptions. To achieve this, you will need to reach out to your target clientele or experts in your field. This can be done through cold calls, emails (reach out), messages on LinkedIn, questionnaires, interviews, or face-to-face meetings. Do not hesitate to talk to those around your project and expect that about 10-20% of your messages/emails will be answered. This is completely normal in any sales environment. For four months, a validation incubator requires a startup to meet more than 50 people from industry, so aim high.

Before communicating with people, clearly identify who you should consult: potential customers, users, experts, partners, suppliers, or businesses in the sector. Then explain how you found them and why these people were relevant to validate your hypothesis. The more structured your approach is and the more it is supported by evidence (interview notes, statistics, testimonials, or survey results), the more credible your validation will be.

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

- **Revised Business Model Canva (BMC)**
- **Document of answered hypotheses**

3.1 COLLABORATION WORKSHOP

The collaborative workshop will be held on **October 24 from 10 a.m. to 3 p.m.** The objective of this activity is to enable the teams to present their company and prototype, to validate their ideas and hypotheses, while receiving constructive feedback from the other participants in preparation for the competition. For more details, see the explanatory handbook on the collaboration workshop.

PART 1: PITCH

WORKSHOP PROCEDURE

Each team will deliver an elevator pitch with a **duration of 1 to 2 minutes** in order to present its business, the problem it addresses, the solution proposed, and the value it brings to its target clientele. The teams will then present their most important hypotheses in order to elicit questions, comments, and recommendations from the other participants. This round of discussion and feedback will allow teams to test their ideas and identify areas for improvement for the rest of the project.

A maximum of three representatives per team may participate in the workshop. A simple and concise visual support is recommended. Each team in the audience will also have to provide feedback to all teams that present using the evaluation grid to be provided.

Written feedback and questions will be compiled and forwarded to the teams shortly after the event.

PART 2: PROTOTYPE

As a novelty this year, a second workshop will be organized offering delegations the opportunity to develop and test their prototyping ideas. Following the first part (pitch presentation), the teams will start a hands-on workshop focusing on the development of their prototype.

WORKSHOP PROCEDURE

In order to encourage collaboration and bring together different perspectives, the teams will be grouped in co-development workshops of 2 to 3 teams. This interactive format will allow you to current status of your reflection, ask your questions, and receive constructive feedback from your peers. This is an ideal opportunity to enrich your approach with outside perspectives and to help other teams overcome their own technical or conceptual challenges.

The workshop will not be graded on the progress of your prototype, the aim being rather to encourage the development of your prototype by allocating time to have a more finished product at the competition.

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

1 2 3 4 5 6

BUSINESS PLAN

The fourth deliverable is due on **January 2 at 6:00 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. This is also a great opportunity to showcase the brand image of your company. The quality of the presentation, the visual consistency, and the professionalism of the document must reflect the identity and values of your organization.

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 risks
- Your project is ready to move on to the next stage

IMPORTANT !

In total, your document will contain maximum 5 pages excluding appendices and team presentation. A penalty point will be applied for each page exceeding the allowed page limit.

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.

5. **ECO-DESIGN (1/2 PAGE)**

- Analyse the environmental impacts of the product or service throughout its life cycle. Explain the measures put in place to mitigate them and your targeted commitments.

The breakdown of the number of pages by section is for informational purposes only

Deliverable 4 must include the following appendices:

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 projections. 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.

CONTENT

In Appendix 1, prepare a financial projection of your company for the next three years (January 1, 2027 to December 31, 2029).

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), labour, 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, 2027 to December 31, 2029. 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.
- Sales costs: Expenses associated to 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.

4.1.2 Detailed Income Statement

The detailed income statement presents the revenues, expenses, and profits or losses of your company from January 1, 2027 to December 31, 2029.
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**.

NOTE

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

4.2 APPENDIX 2: TECHNICAL DOCUMENTATION

CONTENT

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.

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 5

PROTOTYPE

The prototype should concretely prove to the judges that your idea would work and that it would be feasible. During the demonstration, you need to show how your product would be used and highlight its key functions.

Although it does not need to be perfect or have a finalized design, your prototype has to be able to perform the main function that you've promised.

The prototype will be evaluated during the preliminary pitch (PM of January 4) using the correction grid B.5, completed by the judges and the Entrepreneurship OC.

Here is a table summarizing its characteristics:

ASPECT	PROTOTYPE
Purpose	Test **feasibility/usage**
Cost/Effort	Medium to high
Time of Use	Ideation and pre-marketing
Risk Tested	“How will it work and what will it look like?”

EXAMPLES

- **KONOS:** An assisted mini-arm that moves a cone.
- **Icentia:** A temporary sensor attached to the skin that measures pulse.
- **Toyota:** A little remote-controlled car that detects an obstacle.
- **Michelin:** A connected device that detects vibrations.

REGULATIONS

- 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).

- 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.

DELIVERABLE 6

1 2 3 4 5 6

OTHER DELIVERABLES

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

6.1 INFORMATION SHEET (ONE PAGER)

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 failure to submit it will result in a penalty**. The design of the sheet should also **reflect your brand image** (see 6.2).

6.2 BRAND IMAGE

Back for a second year, the brand image evaluation recognizes the strength and **consistency of your visual identity**. From colour choices to logo design, everything that helps make your project **memorable and professional** will be analyzed directly through your business plan and information sheet.

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.

TIP

Also consider **marketing strategies to attract your target audience**, while keeping in mind which platforms will actually help you connect with your stakeholders. Whether it’s social media, LinkedIn, or a website, you have the freedom to promote your project by **choosing the right avenues**.

PRELIMINARY PRESENTATION

JANUARY 4, 2027

The presentation will take the form of a sales pitch before a jury, with a maximum duration of 5 minutes. An additional 3 minutes will be granted for a prototype demonstration. After the presentation, a Q&A session will take place with the judges.

This pitch will be in camera and presented exclusively to the members of the jury. No other audience members, spectators, or participants will be admitted to the room during the presentations.

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 STATEMENT

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.

5. PROTOTYPE PRESENTATION (3 MIN)

It's finally time to present your prototype! This section is intended for the end of your presentation so you can give a demonstration. Explain how your prototype works and what makes it innovative, then outline the main steps you still need to take before you have a product ready for the market. Be sure to highlight its key strengths as well as its current limitations.

FINAL PRESENTATION

JANUARY 6, 2027

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

Let your personalities shine.
Briefly introduce your team members, emphasizing their skills and relevant experience. Let your personalities shine through, and do not hesitate to incorporate humor, as well as changes in pace and tone. At competitions like this, the judges are looking first and foremost for interesting personalities.

TIP: Show that you have a strong and complementary team capable of carrying the project through. Put yourself in an investor's shoes for this.

Be concise and impactful.
Limit your presentation to the essential points and avoid unnecessary details. Every word should have impact. Since judges are not usually experts in your field, technical details can often be saved for the Q&A session.

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	7	October 10 at 11:59 p.m.
Deliverable 3: Hypotheses	10	November 28 at 11:59 p.m.
Collaboration Workshop	5	October 24 at 10:00 a.m.
Deliverable 4: Business Plan	12	January 2 at 6:00 p.m.
Deliverable 5: Prototype	16	January 4 (PM)
Deliverable 6.1: Information Sheet	-	January 2 at 6:00 p.m.
Deliverable 6.2: Brand Image	2	January 2 at 6:00 p.m.
Preliminary Presentation	16	January 4 (PM)
Final Presentation	25	January 6 (AM)
Environmental Impact	2	January 2 at 6:00 p.m.

QUESTIONS AND ORGANIZING COMMITTEE

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

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APPENDIX A - TEMPLATES

A.1 SUBMISSION TEMPLATE – DELIVERABLE 1

See the “deliverables template” Excel file.

PROBLEM STATEMENT

VALUE PROPOSITION

STAKEHOLDERS

EXISTING SOLUTIONS

POTENTIAL SOLUTIONS

OBSTACLES

OPPORTUNITIES

A.2 SUBMISSION TEMPLATE - DELIVERABLE 2

See the “deliverables template” Excel file.

BUSINESS MODEL CANVAS

VERSION :

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<table>
<tr><td rowspan="2">Key Partership</td><td>Key Activities</td><td rowspan="2">Value Proposition</td><td>Customer Relationships</td><td rowspan="2">Customer Segments</td></tr>
<tr><td>Key Resources</td><td>Channels</td></tr>
<tr><td colspan="2">Cost Structure</td><td colspan="3">Revenue Streams</td></tr>
</table>

A.2 SUBMISSION TEMPLATE - DELIVERABLE 2

See the “deliverables template” Excel file.

VALUE PROPOSITION CANVAS

VERSION :

VALUE MAP ↔ CUSTOMER SEGMENT

GAIN CREATORS	PRODUCTS AND SERVICES	PAIN RELIEVERS

GAINS	CUSTOMER JOBS	PAINS

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

B1. GRADING RUBRIC

DELIVERABLE 1

GRADING RUBRIC - DELIVERABLE 1			
C1: Desirability	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.	**/20**
	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.	**/25**
	Coherence of the proposal	The team proposed a convincing overall vision, demonstrating a value proposition that goes beyond existing solutions.	**/20**
C2: Feasibility	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.	**/20**
C4: Professionalism	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.	**/15**

B2. GRADING RUBRIC

DELIVERABLE 2

GRADING RUBRIC - DELIVERABLE 2			
C1: Desirability	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.	**/18**
	Coherence of hypotheses	The hypotheses identified by the team are precise, consistent with the business model, and make it possible to collect relevant information.	**/10**
C2: Feasibility	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.	**/17**
	Coherence of hypotheses	The hypotheses identified by the team are precise, consistent with the business model, and make it possible to collect relevant information.	**/10**
C3: Viability	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.	**/20**
	Coherence of hypotheses	The hypotheses identified by the team are precise, consistent with the business model, and make it possible to collect relevant information.	**/10**
C4: Professionalism	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.	**/15**

B3. GRADING RUBRIC

DELIVERABLE 3

GRADING RUBRIC - DELIVERABLE 3			
C1: Desirability	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.	**/12**
	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.	**/16**
C2: Feasibility	Feasibility of the business model	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.	**/12**
	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.	**/16**
C3: Viability	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.	**/12**
	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.	**/17**
C4: Professionalism	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.	**/15**

B4. GRADING RUBRIC

DELIVERABLE 4

GRADING RUBRIC - DELIVERABLE 4			
C1: Desirability	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**
C2: Feasibility	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 in the Appendix.	**/15**
	Success/Risk Factors	The success and risk factors are clear and their impacts have been clearly identified.	**/10**
C3: Viability	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.	**/15**
	Theme and Constraints	The project respects without a doubt the theme of the competition. The solution must also respect the defined constraints. (see theme page)	**/10**
	Problem and Need	The team clearly and precisely describes the problem or need to which the project responds.	**/5**
C4: Professionalism	Quality of the submitted document	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**

B5. GRADING RUBRIC

DELIVERABLE 5

GRADING RUBRIC - DELIVERABLE 5			
C1: Desirability	Innovation and differentiation	The team clearly demonstrates the innovativeness and unique value of its offer.	**/15**
	Response to the need	The team clearly and accurately demonstrates its value proposition and that the prototype responds directly to this need.	**/20**
C2: Feasibility	Prototype and technical viability	The prototype is functional and demonstrates the technical feasibility of the solution. The description of the product, its method of use, and its key functionalities are explicit.	**/30**
	Realism and implementation	The team is able to assess the maturity of their innovation and outlines the steps needed to develop a market-ready product.	**/15**
C4: Professionalism	Presentation and rigour	The team provides a clear, dynamic, and consistent presentation. It is an excellent organization and reflects comprehensive and quality work.	**/20**

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 rulebook 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.