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Birmingham Chamber of Commerce

## IMAGEEN



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# The Gale of Creative Destruction



# Political Change



City ? Council  
Economic Development

## NEW STRUCTURE

- **Local Enterprise Partnerships**



Business Plan Competition provides staged preparation, education, and public attention for the startups



## Business Plan Competition



- Three stages with increasing requirements
- Educational program with seminars and workshops
- Feedback from judges (industry experts, consultants, financial institutions)
- Cash Prizes totalling € 50.000, 3 award ceremonies
- „season“ from Fall 2010 to Summer 2011

### Some typical data

- Approx. 250 teams with a total of 800 participants
- Equal distribution of academic and non-academic participants
- Approx. 2000 visitors at events (total)

### Industry distribution (MBPW 2010)

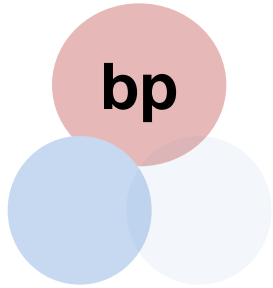
- Life Sciences / Chemical: 10 %
- ICT: 47 %
- Electronics: 8 %
- Industrial Eng.: 12 %
- Non-technical: 23 %



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# The Business Plan Competition in detail



**Goal:**  
Development of an innovative business idea

**Content:**  
Basic business model and definition of customer value

**Feedback + Prizes**

**Deadline**  
**January 18, 2011**

10 awards, cash prizes

**Goal:**  
Development of a basic business plan

**Content:**  
Concept of exploiting the market potential

**Feedback + Prizes**

**Deadline:**  
**March 22, 2011**

5 awards, cash prizes

**Goal:**  
Finalizing the complete professional business plan

**Content:**  
Concept of implementing the business model

Financial planning and strategy

**Feedback + Prizes**

**Deadline:**  
**June 07, 2011**

3 awards, cash prizes



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# Birmingham Needs Something

## Munich Business Plan

- Tried and tested formulae
- Concept easy to pick up and transfer
- Is tangible and easily understood
- Mix of Public and Private funding to make it sustainable
- A banner around which the new agencies & partners can unite.







**Thank you.**



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