

INTERNATIONAL INNOVATORS AWARD 2020

OUR MISSION

The International SEPT Competence Center of Leipzig University (Germany) supports Vietnamese companies providing ICT-based services/IT outsourcing to grow their business internationally and to match them directly with German startups and SMEs with a need of IT support.

OUR OFFER

The International Innovators Award offers following profits for Vietnamese companies active in the field of Information and Communications Technology:

- Opportunities for direct matchmaking with German business partners/customers
- Chance for contracts with a minimum volume of 1.000€/month for ICT services for a period of at least three months
- Additional 1.000€ as a reward for the team with the best final cooperation results
- Occasion to present own ICT service portfolio to the wide community of German startups and SMEs
- Opportunity to understand and overcome the barriers to entry German companies' requirements on ICT services
- Chance to establish a long-term international cooperation
- Opportunity to develop a network of business contacts in Germany
- Building a database of ICT service providers for the future matchmaking activities on the German market
- Training on designing an International Business Model, pitch preparation as well as an additional session on demands of German startups and SMEs on ICT services

TARGET GROUP

- Dynamic Vietnamese companies
- Offering ICT-based services/IT outsourcing
- Interested in cooperation with a German partner
- With good English or German skills (the presentation will be held in English)
- With can-do attitude, international orientation and ability to be innovative

DETAILED PROCESS

Application phase

- All applicants will submit a written short profile of their startup/company and offered ICT service portfolio
- An initial selection will be done by SEPT and partners based on the quality of applications

Training Sessions

- A maximum of 20 startups will be selected and trained during a single day intensive online sessions on designing an International Business Model and how to pitch in front of an international audience. Online sessions will take place on the 10th of November 2020 and will be free of charge for the applying companies

Pitch preparation

- We invite all participants to present their ICT service portfolio, International Business Model and Market Entry Plans in form of video company presentation
- Pitches have a duration of max. 6 minutes

International Innovators Award

- Six winners will be selected in an online-voting by German startups and SEPT experts based on their video presentation on the 1st of December 2020
- The selected teams will obtain an opportunity to start a direct cooperation with a German partner, build a contact network and collect experience and references from a German market

PITCH CONTENT & REQUIREMENTS

What to present?

- Present your ICT service portfolio
- Unique selling proposition/value
- Reasons to go internationally and business goals
- Business strategy and action plan

How to present?

- Present and pitch in English
- Use slides and present a content
- Pitching session in form of a short video (max. 6 minutes)

APPLICATION

- Submit a short profile of your company and offered ICT services
- Give a short summary on unique selling proposition of your ICT services

Please send your application in English or German by email to:

gunnar.kassberg@uni-leipzig.de and
hien.nguyen_thanh@uni-leipzig.de (in copy)

until the 30th of October 2020.

GERMANY



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