

## RULES AND REGISTRATION INSTRUCTIONS

### COMPETING TEAMS

1. In the "Business Challenge" (BC) groups of 3 (three) to 5 (five) people can participate. Each group must have, at least, 2 (two) students and 1 (one) ESTG faculty member/researcher/teacher. Teams might include other members of the P.Porto Community, including ERASMUS students.
2. The teams that wish to apply for the "Business Challenge" should fill the application form available on the website of the Entrepreneur Support Office ([www.gae.estg.ipp.pt](http://www.gae.estg.ipp.pt)).
3. The maximum number of participating teams is five.

### PROJECT JURY

1. Entrepreneur Support Office will be in charge of the Jury formation. The Jury must include representatives from at least three entities, including ESTG and SGC21 Serviços de Consultoria Lda;
2. The external expert that will also be part of the Jury should be connected to the knowledge areas of the "Business Challenge".

### TEAM ADMISSION PROCESS

1. The teams submitted to the competition through the website of the Entrepreneur Support Office ([www.gae.estg.ipp.pt](http://www.gae.estg.ipp.pt)), will pass through an admission process.
2. In case there are more than five applications (maximum number of teams), they will be subject to a seriation process according to the following criteria:
  - a) Number of completed relevant courses (within the knowledge areas of the BC);
  - b) Final classification obtained in these courses;
  - c) The team must be constituted by Students attending study cycles in different knowledge areas relevant to the challenge.
3. In case of a tie, the applications will be ranked.
4. Only five applications will be admitted, the remaining applications will be eliminated.
5. The communication of the admission decision will be made by email.

### EVALUATION CRITERIA

1. The evaluation of the proposals/solutions submitted by the teams will be carried out by the jury and will consider the criteria and scoring defined in Annex I.
2. The project submitted that meets the best response to the "Business Challenge" will be the one that obtains the highest score.
3. The jury is entirely responsible for the evaluation process.
4. The jury's decision will be recorded in minutes signed by all its members.

### PRIZE

1. SGC21 Consulting Services Ltd. will award a surprise prize to the members of the working group that presents the best proposal/solution, being the same and/or distributed in equal parts.
2. The Jury has the right to not award any prize, if it finds that the best ranked proposal/solution is not adequate or does not serve the proposed objectives, or it does not reach the minimum classification of 50 (fifty) points.

## ANNEX I

## EVALUATION CRITERIA | SCORING

A. Design, justification, and technical quality	25
B. Degree of creativity and Innovation	20
C. Degree of development	10
D. Operationalization and Executability	25
E. Scalability potential	10
F. Presentation	10

<b>TOTAL =</b>	<b>100</b>
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