

Tech Launch Pad Competition



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA



TuksNovation
ACCELERATING INNOVATION



Faculty of Engineering,
Built Environment and
Information Technology



Student Entrepreneurs



We encounter many entrepreneurial students with exciting tech-related business ideas.

BUT

Often, they do not have the technical or business knowhow to take it any further.

We want to facilitate partnerships that could help them overcome these obstacles.

Partners

Student Techies



Outstanding and technically capable students from our Engineering and IT departments to assist in the development of prototypes.

Informatics Design Labs



UX Lab: Research, design, and test

MADLab: Space for prototype development

Project Coordinators: Experienced Project Managers to manage prototype development projects.

GIBS Business School

**Gordon
Institute
of Business
Science**
University
of Pretoria

Specialists in start-up and small businesses from GIBS Business School to mentor young entrepreneurs.

Background

Tech Launch Pad Competition is an initiative to equip young entrepreneurs with improved entrepreneurship skills and the capacity to develop a functional prototype so that they are empowered to turn their ideas into a commercial reality.

It is hosted by TuksNovation, a high-tech business incubator, in collaboration with UP's Department of Informatics in the EBIT faculty. The challenge is open to all UP students for idea generation, where after the best ideas are further developed into prototypes by a team of technically skilled UP 2nd, 3rd and honours Informatics students.

The competition consists of a three-phases to discover new tech-related product and business ideas, unearth enthusiastic student entrepreneurs and partner them with technical skilled students.

The Tech Launch Pad initiative includes a software development challenge during which innovative ideas will be developed into viable products. The Informatics Department offers a well-equipped MadLab (Mobile Applications Development Lab) as well as the technical expertise to develop the student's ideas.

Winners will receive both financial and technical support, as well as guidance towards developing a proof of concept and a proper business plan for their ideas.

Competition Roadmap

Timeline



23 – 24 Feb 2018



16 – 17 Mar 2018



1 Nov 2018 –
30 Dec 2018

Expected Outcome

Phase **1**

25 Innovations Identified & Supported

- Conceptual Design

Top 10 Innovations Selected

- R 2000 Cash Prize per Group
- Online Entrepreneurship Training
 - Business Plan Submission

3 Innovations Selected & Supported

Phase **2**

3 Innovations Selected & Supported

- R 10 000 Cash Prize per Group
- Technology Development Support
(4 techies allocated to each group)
 - Business Incubation
(Level 2 Training and Mentorship)

3 “Market & Technology Ready” Innovations

Phase 1

Round 1: Conceptual Design

23 - 24 February 2018

Following an online idea submission and pre-selection process, the first round of the competition involves 2 groups (of maximum 4 members) creating visual designs and demonstrations of their ideas.

They use a well-known and validated participatory design thinking method called “Bags of Stuff,” which will enable them to refine their ideas.

Each group then pitches their ideas to a panel of judges who assesses all competitors based upon a predetermined set of criteria.

The top ten groups the move on to the second round. Each of the top 10 finalist groups will receive a cash prize of R 2 000.

Phase 1

Round 2: Conceptual Design

25 February – 17 March 2018

The second round of the competition has a stronger business focus where each group is expected to put together a coherent argument and appropriate proof that will exhibit the commercial viability of their idea. This includes a Business Plan that will answer key questions regarding the business.

In order to assist the finalists in preparing their business plans for submission, all finalists are required to complete a free online Entrepreneurship Course that focuses on business model development and business plan writing.

3 groups will be announced as winners of the competition. The main prize for each of the 3 best groups will be that the MadLab will recruit a team of 4 technically skilled 2nd, 3rd year honours students to develop a prototype of their proposed product. The winners will also receive 8 months of business incubation and support services through TuksNovation's Virtual Incubation Programme and a R 10 000 cash prize.

Phase 2

Prototype Development

Once the 3 successful groups for the given year have been announced, the project managers operating under the Informatics MadLab will immediately start the process of putting together a technology project plan with clear milestones and stage gates, in collaboration with the students, for the delivery of each of the prototypes within 8 months. The MadLab will be responsible to recruit suitable student teams (4 members per project) capable of developing prototypes for the winning ideas. The MadLab space will be made available for the full period required to develop the three prototypes.

Business Incubation

In conjunction with the prototype development, TuksNovation will offer each winner business incubation support through its Virtual Incubation Programme. This will include training (Level 2) on Lean Start-up Methodology, Techno-entrepreneurship and IP Management, as well as business mentorship and access to the TuksNovation Business Centre.

At the end of Phase 2, the 3 winners will have completed the Virtual Incubation Programme and will have an innovation that is both “technology and market ready.”

Timeline

