Do you want to be part of something bigger?

**Vision and Mission**

*Sydney Genesis* is the University of Sydney longest running start up program for students from any background who are passionate about their ideas in business, technology or social entrepreneurship. We are dedicated to helping them bring their ideas to life through workshops, mentoring, networking, funding and prizes.

This program has four major objectives:

1. To extend and enhance the University's entrepreneurship teaching at all levels from undergraduate students to executive education;
2. To assist research into entrepreneurial learning to inform teaching programs and meet the challenges of industry, the government and the broader community;
3. To provide practical networking opportunities and bridge the gap between students and entrepreneurial communities, both locally and abroad;
4. To support and develop promising new ventures and world-changing ideas.

Sydney Genesis attracts the most passionate, creative and enterprising students at the University of Sydney. **Past Sydney Genesis teams** have gone on to:

- Secure a $50 million contract with the US Government. (Marathon Robotics)
- Launch one of the most successful campaigns on Kickstarter, exceeding their target by more than 1000%. (Beehive)
- Be selected by Blackberry as a strategic partner in the launch of their new product. (We Sit)
- Launch a successful social business for women in Sierra Leone, creating employment for local women whilst addressing sanitary issues. (Launchpad)
- Launch a seed bank for underprivileged schools in Zimbabwe, generating profits to support the education of the students. (Utunga)
- Launch an innovative social enterprise bringing clean, affordable solar light to the bottom of the pyramid consumers. (Hessex)
About Sydney Genesis

In 2014 we run Sydney Genesis twice per year. Teams receive workshops and mentoring sessions and the top 8 finalists are invited to pitch in front of a panel of judges at the Final Pitch.

Sydney Genesis  2014 2nd Semester Key Dates

14th of August: Applications are due
19th August- 25th of September: Start Up workshops
6th October: Business Plans submission
13th October: Shortlist announced
13th -28th October: Team Mentoring Sessions
29th October: Final Pitch

Sydney Genesis Awards

<table>
<thead>
<tr>
<th>Four Main Prizes</th>
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<td><strong>Best social idea:</strong> most viable and innovative idea, addressing a social problem.</td>
<td>$2000 (0% equity) and 6 months Virtual Office membership by Servcorp, valued at $2500</td>
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<tr>
<td><strong>Best commercial idea:</strong> most viable and innovative idea addressing a customer need.</td>
<td>$2000 (0% equity) and 6 months Virtual Office membership by Servcorp, valued at $2500</td>
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<td><strong>Best cohesive team effort:</strong> committed and balanced effort from all team members throughout the program (teams will be evaluated by mentors)</td>
<td>$1000 (0% equity)</td>
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<td><strong>Best developed business plan:</strong> best comprehensive and well-thought business plan</td>
<td>$1000 (0% equity)</td>
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EDNA (Entrepreneurship Development Network Asia) Genesis Prizes

| Indonesia- Sunan Ampel Start Up Competition                                      | $500 (0% equity) |
| Myanmar- Yangon Institute of Economics Start Up Competition                     | $500 (0% equity) |
| Vietnam- Women’s Academy Hanoi                                                  | $500 (0% equity) |

Additional Prize: can be won in addition to or irrespective of the above four prizes

| **Best woman leader:** awarded to an outstanding woman participant. Stipulations: | $1000 (0% equity) |
| - Recipient must be a finalist or a winner                                       |                     |
| - Recipient must be the team leader                                              |                     |
| - Recipient must pitch at the Final Pitch                                         |                     |

Total $8,500

Our main goals

Sydney Genesis in Asia: EDNA Genesis

Since 2014, Sydney Genesis has designed an ambitious plan to attain more impact and support more entrepreneurs around the globe. Due to the broad network of education organizations we have built up in South East Asia through EDNA (Entrepreneurship Development Network Asia), we would like to bring our program to countries such as Vietnam (National University of Vietnam and Vietnam Women’s Academy), Laos (National University
of Laos), Indonesia (University of Islamic Studies- Sunan Ampel), India (Indian Institute of Management Bangalore), Myanmar (Yangon University English Department x National Management College), Philippines, Cambodia (University of Battambang) and China. The main goal of EDNA Genesis is to create an invaluable international network of young entrepreneurs and educators able to share knowledge, experiences and interested in create alliances and partnerships.

EDNA Genesis will include all the start up programs and entrepreneurship programs created in collaboration with these entities. EDNA Genesis will provide support, guidance, online material and funding to assist these organizations running the program. Besides, the winner of each local program in Asia will be flight to Sydney in 2015 to join the Final Pitch in October, providing a unique opportunity to students to engage with entrepreneurs from other cultures and backgrounds.

**Fostering women entrepreneurs**

One of our most important commitments is to promote entrepreneurship among women at the University. Supporting women at this stage is vital to get more entrepreneurs and women business leaders in the future. To reach our goal, we will launch the Women Leader category in 2014 2nd semester. We will also organize extra workshops for women to ensure their participation, to support them during the program and to reinforce their skills.

At Sydney Genesis, we are looking for women and organizations that could support the program as mentors, judges or speakers as well as financial support for the prizes of the program.

**Sydney Genesis Mentors Pool**

Sydney Genesis Mentors are professionals from different industries and backgrounds, passionate about fostering entrepreneurship among young people. Mentors are academics, practitioners, businesspeople or entrepreneurs.

There are two ways to get involved in our program as a mentor: being a Core Mentor or a Team Mentor.

**Core Mentors** are not assigned to one group, but they provide advice and support to the whole cohort of students throughout the program. Their commitments are:

- To provide general feedback to the students at the mentoring sessions. These two hours sessions are scheduled on the 26th August and 18th September on the evening.
- To assess students’ business proposals (from the 7th to the 13th of October) using a scoreboard sheet provided by Sydney Genesis.
- To provide general feedback to runners up students in a 2 hours mentoring session scheduled on the 16th of October.

The time commitment for core mentors is **between 6 and 8 hours during this period** and entails to come to the University to participate at the mentoring sessions.

**Team Mentors** are assigned to one finalist team after short listing the business proposals. Each mentor will be matched with one of the 8 top teams to work on their business plans and presentations. We estimate 2 to 3 meetings per team will be needed and mentors would be asked to be available online during these two weeks (from the 13th to the 28th of October).

The time commitment for Team Mentors is **between 4 and 6 hours** during this period. Meetings can be held at the place of your convenience.

Core and Team Mentors are highly encouraged to come to the Final Pitch on the 29th of October, from 5.00 to 9.00 pm.
Other ways to get involved: speakers and judges

Sydney Genesis is also actively looking for speakers and judges that will participate in 2014 semester 2 and 2015. Speakers would come to the University once for a 2 hours workshop. The workshops’ structure consists in 30 minutes talk and 90 minutes of workshop, where the speakers support the different teams to apply the concept explained to their business plans. Due to the purposes of the program, the areas we are more interested in are:

- Start ups Law
- Finance
- Market validation
- Lean start ups
- Communication and pitching
- Outsourcing
- Fundraising
- Leadership

Judges will attend the Final Pitch held at the end of the program to evaluate the top 8 teams’ business ideas. Judges will decide the winners of each category.

If you like to become a mentor, judge, speaker or donor at Sydney Genesis Start Up Program, please contact Cayetana Martinez to sydneygenesis@sydney.edu.au.

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