



Isfahan Regional Center for Technology
Incubators & Science Park Development
(Under the Auspices of UNESCO)

Sheikh Bahai Technopreneurship Festival (SHTF)

Competition Section Call for Plans

15-17 November, 2022

Venue: Isfahan Science and Technology Town (ISTT), Isfahan, IRAN

Introduction:

Sheikh Bahai Technopreneurship Festival (SHTF) is an annual event hosted by Isfahan Science & Technology Town (ISTT), the founder of technology parks in Iran. The event which co-organized by the UNESCO Center, IRIS, aims at fostering the culture of creativity, innovation and technopreneurship, as well as praising technopreneurs as an essential factor in Knowledge-based economy. SHTF, as the first and leading technology and innovation event in Iran, tries to enhance cooperation among technopreneurs and k-based companies to encourage them find solutions to the technological challenges through providing support and introducing successful technopreneurs to investors.

SHTF has held 16 successive festivals since 2003. Apart from the competition sections of the event, the festival, in its 17th edition, includes a variety of programs;

- an exhibition introducing the latest achievements of technology companies and technopreneurs,
- B2B sessions,
- training workshops
- experience transfer sessions.

In the competition section of the festival, startups and technology companies will be identified and evaluated in various fields. Afterwards, the superior technopreneurs and business planners will be introduced to the audience and investors while receiving a cash prize to develop their market.

Currently, the competition section of the festival is open to register; competition entry requirements are as follows

- 1- being a legal entity
- 2- submitting accurate feasibility study
- 3- having the minimum product available (MVP). The most important evaluation indicators in this section are technical indicators, commercialization capability and readiness to attract investors' support.

Applicants need to fill in the attached registration form by 21 Aug, 2022 and send it to this email address: international.affairs@istt.ir

Note: The judgment process will be held online and the finalists will be announced and awarded in the closing ceremony on 17 Nov, 2022 which is coincident with Global Entrepreneurship Week.

Items	Questions
Your company's introduction	1- Which of the following is your business type? <input type="checkbox"/> B2B <input type="checkbox"/> B2C <input type="checkbox"/> B2G <input type="checkbox"/> C2C
	2- What industry do work in?
	3- What phase is your company in? <input type="checkbox"/> working on a product <input type="checkbox"/> going to market <input type="checkbox"/> growth and scale <input type="checkbox"/> mature business
	4- What is the number of founders?
	5- What is the number of employees?
Products	1- Do you produce goods or services?
	2- Describe your product.
	3- What technology do you apply?

	<p>4- Which of the following does your product have?</p> <p><input type="checkbox"/> trade mark <input type="checkbox"/> domain name <input type="checkbox"/> copy right</p> <p><input type="checkbox"/> patent <input type="checkbox"/> other</p>
Market and competitors	<p>1- What is your most important customer?</p>
	<p>2- What country (countries) do you sell you products to?</p>
	<p>3- What foreign markets are you looking for to enter in 24 months' time?</p>
	<p>4- What are your expansion strategies?</p>
	<p>5- Describe your target market (including its size and your share)</p>
	<p>6- What are your competitive advantages?</p>
	<p>7- What customer needs will your product solve?</p>

**Business Model
And
Financials**

1- How do you value your business and how does your company create, deliver and capture value?

2- What are your Key Performance Indicators (KPIs)?

3- What was your company's revenue in 2021?

4- What is your estimated company revenue in 2022?

5- How many employees were recruited in the last 12 months?

6- What is the total funding you've raised?

7- What stage of funding are you at?

- | | | |
|---|---|---|
| <input type="checkbox"/> crowdfunding round | <input type="checkbox"/> grant | <input type="checkbox"/> angel |
| <input type="checkbox"/> pre-seed | <input type="checkbox"/> seed round | <input type="checkbox"/> series A |
| <input type="checkbox"/> series B | <input type="checkbox"/> series C or beyond | <input type="checkbox"/> traditional business |
| loan | | |
| <input type="checkbox"/> equity loan | | |

8- What do you expect from an investor?

	9- What steps have been taken to attract investors?
	10- What do you think of an exit plan?
Vision	1- Describe your vision.
	2- What makes you and your team distinguished/different from your competitors?
Risks	1- What are the challenges and risks you confront with?
	2- How would you deal with potential risks?

