



Creative Business Cup

Creative Business Cup 2016

Got a creative idea for a business? This is your chance to pitch it!

Open to any entrepreneur in any of the creative industries, such as design, advertising, music, art and crafts, radio & TV, leisure activities, and/or product industrial design. If you have a creative innovative idea that is suitable and scalable as a start-up to take part in the 2016 CBC (affiliated with GEW, The (annual) Entrepreneur Awards in Japan and Entrepreneur Mentoring Initiative Japan) we want to meet you!

Ten successful applicants will be invited to pitch their ideas on November 1, 2016 to a jury of distinguished global professionals and entrepreneurs at the Australian Embassy in Japan. An awards ceremony will follow hosted by Australian Ambassador Bruce Miller in his official Residence.

What is the Creative Business Cup?

The Creative Business Cup (CBC) is the Japanese chapter of the global world championship for entrepreneurs in the creative business space (spanning 55 countries). It aims to promote innovation among budding creative entrepreneurs by providing mentoring, networking opportunities, and support structures.

Successful applicants will be invited to the Australian Embassy for a pitching session before the CBC award ceremony and networking event in the evening. Finalists will receive mentoring and support from sponsors and industry professionals to help hone their presentation skills and business plans, and winners will have the chance to win some great prizes too.

For the first time, CBC platinum sponsor Scan-Shipping will send the national winner (with up to three team mates) to Denmark for pitch training, networking opportunities and participation in the international finals. The trip also includes dinner with foreign ambassadors and a chance to meet VC's and Angels from all over the world!

The CBC Japan event will be held on November 1, 2016. The application deadline is midnight October 15th. Selected finalists will be invited to join an optional workshop to improve their pitching skills prior to the event on November 1.

What are the Prizes?

All finalists will be recognized at the CBC awards night on November first at the Australian Embassy.



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The CBC winner will be sponsored to attend the International Creative Business Cup boot camp and final in Copenhagen, Denmark from November 17-21st - **If you apply - you must be prepared to travel by November 16th!!**

The top female entrepreneur will be awarded a laptop courtesy of DELL.

Other awards and benefits include:

- An \$12,000 value cloud computing package from IBM
- An assigned Mentor to help grow your business
- All finalists will automatically qualify for the Entrepreneur Mentoring Initiative finals and will be invited to pitch again in the spring of 2017 for EMI. Invitations to all related events will be included.
- On-going networking and mentoring opportunities provided by our sponsors through to the EMI and will be recognized at the Entrepreneur Awards Japan Ceremony for 2016/17 to be hosted by the Australian Ambassador in November 2017.

Who hosts the CBC in Japan?

Given the CBC is a world-wide organization, every country has its own national host, which facilitates and organizes the competition. The Japanese National Host is 5ive-Planets ISH which is an environmental not-for-profit. 5ive-Planets is the first, and only, Japanese National Host, since the first CBC in 2014. 5ive-Planets ISH has been the recipient of two Tomodachi grants, as well as other government and corporate funding. Since it was established in 2011, the 5ive-Planet's mission has been to support entrepreneurship and innovation, for a more sustainable future.

Eligibility

Any entrepreneur engaged in product industrial design with creative innovative ideas that are suitable and scalable as a start-up. Candidates are eligible if they are Japanese nationals, residing in Japan or are permanent residents of Japan (of any nationality) residing long-term in Japan.

Please note that although teams can enter, and win a trip to Denmark, a maximum of 3 people per team can present their pitches at the Australian Embassy.

Past Winners

The 2014 CBC winner, Lina Sakai, won with a sustainable and creative business concept that ferments rice into ethanol and ethanol products. Lina recently was named a semi-finalist at the international CBC finals in Copenhagen she was the first ever Japanese national to compete.



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Creative Business Cup Japan 2016 Application Form

(Note: This form is only available in English; all applications must be submitted in English)

Award Process:

1. Applicants are invited to submit this application form and attachments by Saturday October 15.
2. Applications will be screened by an expert panel. Ten applicants will be invited to pitch their ideas/concepts at the Australian Embassy on the first of November.
3. Finalists and winners will be recognized that night at the CBC award ceremony and networking event.
4. One team (maximum 3 members) will be chosen to represent Japan at the global Creative Business Cup finals in Copenhagen from November 17-21.

Email submissions with the application attachment to: CreativeBusinessCup2016@gmail.com

Award Preferences:

- Please indicate if you are a Japanese National: Yes/No
- Please indicate if you are male or female: Male/Female

Applicant Information:

(Note: This award may be presented to an individual or a company, but only one applicant per company may apply for, pitch or receive awards in any given year)

Title:

Name:

Phone:

Email:

Company Name:

Company Address:

Year company conceived/founded/registered:

What percentage of the company do you presently own, if applicable?

Are you a founder or founding partner? ☐ Founder ☐ Founding Partner (Co-founder)

If you are a co-founder, please provide names, titles, contact information and percent ownership of other founders, if applicable:

Company Information:



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Check which industry best describes your concept:

- | | | |
|--|--|---|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Arts & Crafts | <input type="checkbox"/> Cosmetics |
| <input type="checkbox"/> Design | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Graphic Design |
| <input type="checkbox"/> Industrial Design | <input type="checkbox"/> Media | <input type="checkbox"/> Music |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Television | <input type="checkbox"/> Technology |

Other:

Financial Data:

Financial information is an important quantifiable indicator for success potential for the panel of judges. How have you financed or plan to finance your business? (Please check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Self | <input type="checkbox"/> Family/friends |
| <input type="checkbox"/> Bank financing | <input type="checkbox"/> Private equity |
| <input type="checkbox"/> Venture capital | <input type="checkbox"/> Public markets |
| <input type="checkbox"/> Other. Please indicate | |

Personal Statement

Please provide answers to all six items listed below. *Maximum 300 words per item.*

1. Please describe your company and its principle business activities.
2. Please tell us the story behind your business and create a vivid picture of why you consider it to be a creative business.
3. Please provide a brief paragraph about your professional history (bio style)

★OUR CREATIVE CONCEPT (Please attach with this application form)

In 5 PPT slides or less that presents the creative concept behind your business and attach the PPT to this application. Remember the PPT IS WHAT IT IS ALL ABOUT!!

Photograph

Please submit one headshot photograph of yourself. Specifics: a digital file, minimum 300 dpi in jpg format, color preferred, hatless, head and shoulders only. Photo will be used for reference and production purposes related to your progress, for purposes of selection and for publicity purposes if you are selected.

How did you learn about the CBC? (Choose all that apply)

- | | |
|-------------------------------|---|
| <input type="checkbox"/> ACCJ | <input type="checkbox"/> University alumnae outreach (specify school) |
|-------------------------------|---|



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- | | |
|---|--|
| <input type="checkbox"/> ACCJ member | <input type="checkbox"/> Print media |
| <input type="checkbox"/> U.S. Embassy | <input type="checkbox"/> EMI – Entrepreneur Mentoring Initiative |
| <input type="checkbox"/> British Council | <input type="checkbox"/> Broadcast Media |
| <input type="checkbox"/> Other Embassy | <input type="checkbox"/> Direct email solicitation |
| <input type="checkbox"/> WindS | <input type="checkbox"/> Global Entrepreneurship Week / Impact Japan |
| <input type="checkbox"/> J300 | <input type="checkbox"/> WLN |
| <input type="checkbox"/> Advisor (banker, attorney,
board member, PR or consulting firm) | <input type="checkbox"/> Josei Shacho |
| <input type="checkbox"/> DWEN/Dell | <input type="checkbox"/> UnitedSuccess |

Other, please indicate:



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Application Due Date: Saturday, October 15th

Email submissions to: CreativeBusinessCup2016@gmail.com

Applications must be submitted in PDF format (A4 size) with the PPT as an email attachment.

Platinum sponsor:



National Host:



Gold sponsors



Silver Sponsors

