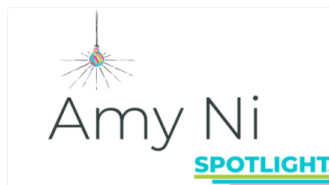




MEET AMY NI
Our Spotlight Student of the Year for 2020-2021



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The Startup Studio's mission is to bring real and sustainable change to how people learn. We must disrupt education so that it creates new outcomes that enable people to change the world into a planet where real problems are solved. To do that, we must build people capable of **Empowerment**, **Performance**, and **Wellness**, who understand what it means to create solutions that experience the outcomes of Sustainability, Profitability, and Efficiency – the three test metrics of Learn to Start.

It also means that we must provide a competitive platform where all of our Learn to Start participants, from all of our programs throughout the globe, have the opportunity to illustrate their power through the startups they create and the stories they tell – a place where the light shines brightly on them and their solution.

At The Startup Studio we call this place **Spotlight™**.

A GLOBAL COMPETITION IN
ENTREPRENEURSHIP & INNOVATION

Spotlight is a new venture competition powered by The Startup Studio that celebrates the entrepreneurial efforts of Learn to Start participants across the global community of exclusive partner schools, universities, and organizations we serve. The competition introduces the winning teams to community leaders and provides key resources to help launch their ventures. The top ventures chosen each year will earn up to \$50,000.00 in cash and essential business services, consultancy, and mentorship provided by our exclusive community of Global Agents and experts.

Spotlight is open to all Learn to Start students regardless of age and accepts all types of venture proposals. This competition brings together big prizes, ideas, and leaders to create one of the most exciting entrepreneurial events in the world.




APPLICATION DEADLINE
 Applications to participate in
 Spotlight - A Global Competition in Entrepreneurship & Innovation
 are due no later than
August 1, 2021

EVENT
DETAILS



APPLICATION DEADLINE

Applications to participate in the Spotlight - A Global Competition in Entrepreneurship and Innovation are due no later than August 1, 2021.

SEMI-FINALS

The Semi-Final event will be held on Thursday, September 9, 2021, on our virtual platform. Time TBA.

FINALS

Finals will be held on Thursday, September 30, 2021, on our virtual platform. Time TBA



JUDGING
CRITERIA

Spotlight – A Global Competition in Entrepreneurship and Innovation rewards participants for proposing innovations that address important problems and for developing scalable business models that create value for customers as well as wealth for the community they serve.

The judging criteria we employ reflects these values.

Proposed Product/Service & Market Opportunity	Financial/Revenue Model & Financial Projections	Impact	Team & Execution Plan
25%	25%	25%	25%
<ul style="list-style-type: none"> <input type="checkbox"/> Is the value proposition sound? <input type="checkbox"/> Is the product/service original, innovative, and thoughtful? <input type="checkbox"/> Is the value proposition articulated clearly? <input type="checkbox"/> Do they clearly identify their target market(s)? <input type="checkbox"/> Are their target markets large enough to support the growth of this venture? <input type="checkbox"/> Do they have a competitive advantage over existing solutions? <input type="checkbox"/> Do they have intellectual property? 	<ul style="list-style-type: none"> <input type="checkbox"/> Is the revenue model logical and comprehensive? <input type="checkbox"/> Are the financial projections comprehensive and realistic? <input type="checkbox"/> Do the financial projections reflect an understanding of the economics and potential growth opportunities and/or downside risks for the business? 	<ul style="list-style-type: none"> <input type="checkbox"/> Does this venture have the ability to make a large impact on society? <input type="checkbox"/> Will this venture help create jobs and promote regional economic development? 	<ul style="list-style-type: none"> <input type="checkbox"/> Is the business operationally feasible? <input type="checkbox"/> Do they outline measurable and achievable milestones? <input type="checkbox"/> Do the founding team members have the expertise to launch and/or grow the business? Do they have plans to address gaps in their expertise/experience? <input type="checkbox"/> Do they properly address risks and provide contingency plans?

FREQUENTLY ASKED
QUESTIONS

▶ [Application](#)

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