

## **HEY ACTION ENTREPRENEURSHIP COMPETITION REGULATIONS**

### **1. GENERAL PART**

1.1. SMK University of Applied Sciences organized by students HeyAction entrepreneurial video work competition (hereinafter referred to as the Competition), the purpose of which is to develop students' entrepreneurship and video creation competencies.

1.2. The Contest Regulations (hereinafter referred to as the Regulations) govern the Contest objectives, the procedure for organization of the Competition, participation in it, assessment, awarding and promotion of participants.

1.3. Contest organizer - SMK University of Applied Sciences (hereinafter - SMK).

### **2. OBJECTIVES OF THE CONTEST**

2.1. To develop the ability of young people to quickly adapt to changing social and economic conditions, to develop communication, entrepreneurial and other skills necessary for work.

2.2. To encourage young people to be active, entrepreneurial, creative.

### **3. COMPETITION RESULTS**

3.1. Students constantly acquire knowledge about entrepreneurship and tools for developing entrepreneurial competence.

3.2. Students are advised by mentors and directed in the right direction for the development of their business idea.

3.3. Students acquire competences in creating video presentations of their ideas.

3.4. student teams present their business ideas/businesses in video format.

3.5. 3 business ideas are awarded valuable prizes.

### **4. CONTEST PARTICIPANTS**

4.1. You can participate in the competition SMK students studying in all study programs forming teams of 2-5 persons.

4.2. The members of the competition team have the right to be consulted by mentors and other specialists who can advise on topic selection, idea creation, technical implementation and other issues.

## 5. COMPETITION STAGES

5.1. Duration of the competition: 2023m. September- November

5.2. Competition stages:

- Stage 1. Assembling a team, generating a business idea. The team consists of 2 - 5 persons.
- Stage 2. Creating a business idea presentation in video format.
- Stage 3. Selection of 3-4 business ideas in Vilnius, Kaunas and Klaipėda
- Stage 4. Submission of final videos and descriptions by November 26.
- Stage 5. Final event in Kaunas. Selection and awarding of the best video and business ideas. During the final event, students present their business idea on stage: up to 0.5 min introductory presentation, up to 1 min video screening, 2-3 min answers to the commission's questions.

5.3. **Announcement of winners** 30-11-2023 mostly commission scores and voting points collected works will be announced as winners and awarded.

## 6. CONTEST TERMS

6.1. Teams must submit their business ideas and visual presentation up to 1 min. (MP4 and other video formats).

Entrepreneurship topics must cover one or more of the three categories:

### 1. *Technology and innovation*

This topic can include any new technologies such as artificial intelligence, blockchain technology, Internet of Things technology, etc. Ideas that seek to discover innovative solutions that could revolutionize existing markets or create new ones are evaluated.

### 2. *Sustainability and environmental protection*

Due to the growing ecological consciousness, businesses that could contribute to environmental protection and sustainable development are becoming more and more popular. Projects participating in this topic can search for ideas on how to reduce CO2 emissions, optimize waste management, develop green technologies or any other ecological innovations.

### 3. *Social business*

Social businesses aim not only to make a profit, but also to have a positive impact on the community. Projects in this area can focus on solutions that help solve social problems such as unemployment, poverty, health or education. Participants may be challenged to develop business models that are profitable, but at the same time have a positive impact on society.

#### 6.2. Deadlines for idea presentations:

- Initial presentation of the business idea in video format - 2023. October 29
- Final presentation of the business idea in video format - 2023. November 25

6.3. Authors must comply with the Law on copyright and related rights of the Republic of Lithuania.

6.4. The work must meet ethical requirements. Videos may not be used in a harmful or illegal manner

information, the information provided must comply with the requirements of the laws of the Republic of Lithuania.

6.5. By participating in the competition, the participant SMK for the Higher School grants the exclusive right to publicly publish the work and thereby make it publicly available. These rights are granted free of charge. SMK has the right to provide the specific rights to third parties after obtaining the consent of the authors. SMK undertakes to always indicate the names and surnames of the authors of publicly shown short films (if they agree).

6.6. Submitting a work means that the authors agree to all the terms mentioned in these terms.

## **7. SUBMITTED TO THE COMPETITION BUSINESS IDEAS EVALUATION**

7.1. Submitted business idea descriptions and video presentations will be evaluated by the commission and fair participants.

7.2. Submitted to the competition and meet the requirements business idea descriptions and video presentations Evaluation Criteria:

- relevance to the topic;
- ideas innovativeness;
- relevance of the idea;
- originality;

- reality of the idea, implementation;
- artistic decoration;
- video completeness and orderliness of the technical presentation.

## **8. PRIZES FOR COMPETITION WINNERS**

8.1. Announcement of the winners of the competition - 30th November 2023.

8.2. Prize fund of the competition 300,00 EUR

8.3. Each competition team will be awarded letters of thanks or diplomas.

8.4. The results of the competition will be published on [SMK's Facebook account](#).

## **9. FINAL PROVISIONS**

9.1. The organizers have the right to change and add to the Contest regulations.

9.2. In case of questions, tender participants can contact the responsible person:  
Donata Dulké, e-mail: [donata.dulke@smk.it](mailto:donata.dulke@smk.it) , phone no.: +370 601 75094.