



## Monaco Ocean Protection Challenge 2022 Submission Guide

### Timeline

1. **Registrations and Business Concept submissions due: Thursday, March 31<sup>st</sup>, 2022**, at 11:59PM (UTC +1)
2. **Selection of the Semi-Finalist teams:** beginning of April
3. **Business Plan submission due: Friday, April 29<sup>th</sup>, 2022**, at 11:59PM (UTC +1)
4. **Selection of the Finalist teams:** by Wednesday, May 11<sup>th</sup>
5. **MOPC Finale 2022:** Wednesday, June 8<sup>th</sup>

### Project Guidelines

- Projects must demonstrate a measurable and significant **impact** on the **Ocean** and must be developed on a **global** scale.
- The business concept may be a new business model/process, or an innovative product or service that can be purchased and implemented **by an existing company** (corporate innovation)
- The business concept may be a new business model that can be implemented by a new company (a **startup**), and therefore will require a business plan
- The business concept may be a **communication strategy or plan** that can be implemented by a company or organization.

### Step 1: Register your Team and Build a Business Concept - By March 31<sup>st</sup>

Please register your team on our platform: [Join / Contact - Monaco Ocean Protection Challenge - Monaco OPC \(monaco-opc.com\)](#)

#### What is requested for the Business Concept?

##### Executive Summary:

- Maximum 1 page
- To be converted in PDF format

##### PowerPoint presentation:

- An introductory vision of your entrepreneurial idea
- Maximum 7 slides
- To be converted in a PDF format



## Step 2: Build a Business Plan - By April 29<sup>th</sup> (only for selected semi-finalists)

- Business Plan
- 1-minute video

Your business plan must include each of the following points:

1. **Cover Page** - Introduces the team and the project
2. **Index** - Organizes different parts of your project
3. **Opportunities** - The problem your product, service, or process is looking to solve, as well as your solution
4. **Market Analysis Summary** - Potential Clients/Users, Competition, and any other variables that affect your target market
- 5a. **Execution** - Development Plan, Timelines, Required Resources, and any other variables in the “doing” part of your business plan
- 5b. **Development Milestones** - A timeline of milestones in your project’s development
6. **Financial Plan** - Startup expenses and capitalization

A more detailed description:

## PHASE ONE

1. Executive Summary - A short (1 page) document summarizing the problem you're solving for your clients, the target market, the founding team, and data illustrating the scalability of the project. Keep it as concise as possible.
2. PowerPoint Presentation:
  - Main concept (demonstrate that it is developed on a **global** scale);
  - Target;
  - What is the **problem** you are trying to solve and what is the **solution** you are proposing;
  - What is the environmental impact on the Ocean that your project has? Which is the benefit the Ocean will get once your product/service is on the market?

## PHASE TWO

1. Cover Page - A page that introduces the team and the project;
2. Index - an Index of contents within the plan;
3. Opportunity - The problem that your product, service, or process aims to solve, as well as the solution;
4. Market Analysis Summary - Potential Clients/Users, competition, and any other variables that affect your target market. Define your target market, and define their needs, where they are, how to reach them, and how to deliver your product to them.
5. Execution & Development Milestones - Development Plan, Timelines, Required Resources, and any other variables in the "doing" stage of the process. This is where you'll outline the marketing plan and sales plan, as well as other logistical information pertaining to the running of the business. This should also cover the technology you plan to use, your business location and any facilities pertaining to it, special equipment you may need, and a roadmap for getting the business off the ground.
6. Financial Plan - Startup expenses and Capitalization: a description of what it will cost to launch the business and where you plan to acquire funding, plus:
  - for **CATEGORY 1 (students)**: a 12-month profit and loss projection along with a 3-year profit and loss projection, a 12-month cash-flow projection and a 3 year cash-flow projection, a projected balance sheet at start-up, as well as at the end of years 1-3, and a breakeven calculation.
  - For **CATEGORY 2 (start-ups)**: an overview of the current situation and a 5-year profit and loss projection, an overview of the existing situation and a 5-year cash flow projection, a projected balance sheet at start-up and at the end of year 5, and a breakeven calculation.

## Finalize and Submit Required Documents

1<sup>st</sup> submission – Business **concept**:

- Executive summary in PDF
- PPT presentation in PDF

If selected - 2<sup>nd</sup> submission:

1. **Business Plan** - The finalized business plan for each team
2. **Video** - a 1-minute video presenting your business concept and plan

When completed, please send all documents to: [info@monaco-opc.com](mailto:info@monaco-opc.com)