

„B-Innovative - Entrepreneurship for Better Business in Europe” Business Plan and Business Concept Competition Fourth series

Péter Maróti, the director of the RIA-SGP APU greeted the participants and the award winners at the event.

In the framework of „B-Innovative - Entrepreneurship for Better Business in Europe” project the Regional Innovation Agency of South Great Plain announced second time the Business Plan and Business Concept competition, the awarded participants received valuable special prizes at the event which was held at Kecskeméti College.

In the framework of the B-Innovative project 6 international partner in 5 European countries (United Kingdom, Poland, Slovakia, Switzerland and Hungary) implemented lecture series in similar themes, like the Regional Innovation Agency of South Great Plain APU. During the lecture series the focus has been on the following topics: starting businesses, how to be an entrepreneur, entrepreneurial skill and competencies, and the wider propagation or transmission of this related knowledge.

The 4th semester of the project has registered more than 50 students and most of them gone through all of the lectures during the semester.

The Business Plan and Business Concept competition were held in the framework of the project in 2014 also. For the Business Plan competition the RIA-SGP received more than 15 entries, for the Business Concept competition the Agency did not receive any application.

The received entries involved several subjects, and excellent entries were received for the evaluation.



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The first prize of the Business Plan Competition went to **Anna Szilvia Farkas** and her Fitt and Beauty Ltd, which was an idea of providing and innovating a gym, which offering complex services (especially the market segmentation and the construction of operational-assessment plan were well done in the business plan).



The 2nd winner was **Polett Juhász** and the business plan of Bring-Ász Ltd., which refers to the implementation of a bike shop, which target groups are children and women.

The 3rd prize went to **Dániel Éhn**, who applied for the competition with the business plan of a furniture manufacturing business.



The official announcement of the results and the awards was held at the Kecskeméti College on the 10th of July 2014.

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