

# TC'EC – Tumor on a Chip Entrepreneurs Challenge Cup

## 1. Introduction

### a. General Information:

This unique competition offers students the opportunity to partake in an entrepreneurial journey that will challenge and bolster their business modeling skills.

By participating in the Competition, students will gain experience:

- Developing a business model and writing a formal business plan.
- Pitching their idea to an international panel of business professionals and academics.
- Developing communicational and organizational skills.
- Working as part of a team.
- Research the related industries and develop a workable/profitable strategy for commercializing a real-life scenario.

### b. Research:

Get a chance to dive into the abundant research undertaken by Professors Nataly Kravchenko-Balasha and Ofra Benny. The project involves “Tumor on Chip” and microfabricated drug vehicles using 3D printed devices which are innovative vehicles for mechanical targeting of cancer cells by nanomaterials. This work is expected to lead to innovations in the field of personalized therapy in cancer.

## 2. The Competition:

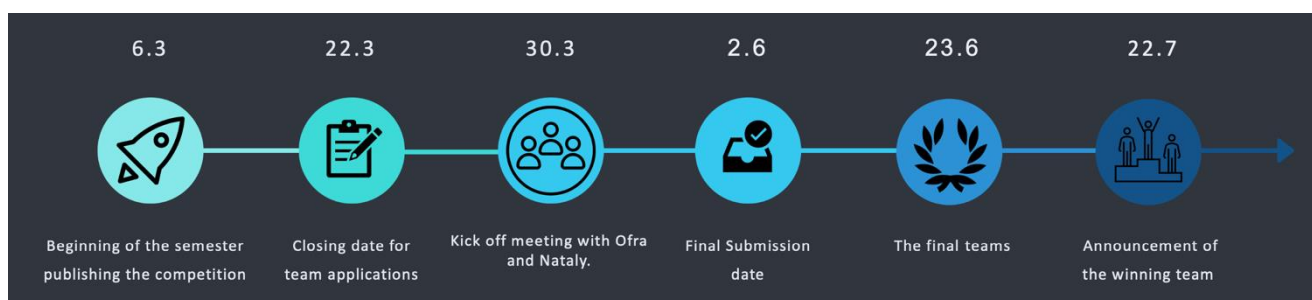
- a. The competition is open to any student registered, for the duration of the Competition, in an undergraduate (bachelor's or master's degree). The student can be enrolled in any program at the Hebrew University of Jerusalem. Students on exchange program at a recognized member institution, for the

entire academic year may compete representing that member institution, provided they meet other eligibility requirements. Teams can consist of a minimum of **two** and a maximum of **three** eligible students from the Hebrew University of Jerusalem.

### 3. Initial Presentation

- a. Qualifying Round submissions consist of a written business plan and a link to a seven (7) minute pitch video describing the market opportunity and the proposed product. These should be submitted via email to [Business.Community@mail.huji.ac.il](mailto:Business.Community@mail.huji.ac.il) no later than April 10, 2022.

### 4. Important Dates



**22.3** – closing date for team applications.

**2.6** – final submission date.

### 5. Competition Requirements

All business plan reports, videos, presentations, must be in English/Hebrew.

### 6. Competition Reward:

The reward for the winning team will be a monetary prize of 18,000\$("chay"-  
יח).

Another 18,000 will be given in order to collect all final submissions into one plan.

In addition, another 18,000 will be given for implementation options

To summaries the amounts given will be 18,000(monetary prize) + 18,000 (salary's, facilities etc.) + 18,000 for implantation.

## **7. Competition Components:**

- a. The written business plan must be submitted as a PDF file.
- b. Text should be double-spaced using Calibri 11- point font; Handwritten material of any sort will not be accepted.
- c. A margin of 1 inch (2.54 cm) should surround the text.
- d. The document should include a title page, specifying the individual team members.
- e. The business plan document may also include a maximum of five (5) pages of appendices, the purpose of which is to provide support for the assertions and conclusions expressed in the body of the business plan. This content is separate from the main text and will not count toward the word limit. Appendices should be numbered, titled, and appropriately referenced within the body of the document. Although teams may use this space as they see fit, appendices in case analysis reports commonly include elements such as:
  - financial projection/statements.
  - diagrams/illustrations;
  - itemization / categorization of key information;
  - implementation timeline.
- f. As in all business writing, appendices should be succinct, well laid out, and professionally presented. Teams should avoid the temptation to cram excessive content into these pages or employ overly small type. In addition, appendices

should not be viewed as an opportunity to circumvent the length restriction on the main body of the report; any effort to do so will be poorly received by the judges.

## 8. Evaluation components:

- Business strategy / objectives
- Internal and external analysis
  - Analysis of the existing technology/industry.
  - Analysis of the NUCO technology -where/why/when/how fits or doesn't but benefits, advantages, applications of this breakthrough.
- Target market and value proposition.
- Revenue model/ Financial plan.
- Promotional / communications plan.
- Implementation plan.
- Contingency plan.
- Creativity, ingenuity, practicality, entrepreneurship.
- Viability / feasibility.

## 9. Judging Panel:

The judging panel will consist of six juds, selected from the business community and academic faculty at HU.

### **The Judges:**

1. Prof. Ofra benny
2. Prof. Nataly Kravchenko-Balasha
3. Dr. Dan Marom

4. Mr. David Hammer
5. Mr. Clive Kabatznik
6. Mr. Tal Shahar

\*Participants/Contestants – must sign C&ND (confidentiality and non-disclosure agreements)

\*\*All submissions are the ownership/property of NUCO.