

# AEC

## AMBASSADOR'S ENTREPRENEURIAL CHALLENGE

YOU have what it takes! *A GREAT IDEA!*



Send in your submission by  
Friday, October 7, 2016



For more information, visit [finland.usembassy.gov/aec.html](http://finland.usembassy.gov/aec.html) or  
[www.facebook.com/finland.usembassy](https://www.facebook.com/finland.usembassy)

The U.S. Ambassador and partners challenge you to tackle a real-life problem, issue or market opportunity that would improve an enterprise, an industry, and/or the country. Students are invited to participate in regional competitions in Helsinki, Jyväskylä, Kuopio, Tampere, Turku, Oulu and Rovaniemi. Regional winners will be hosted in Helsinki for a day of exciting workshops before competing in the national finals. In 2015, for example, we took a field trip to the start-up convention SLUSH as well as tour of Aalto Design Factory and finalists had the opportunity to discuss their bright futures with the U.S. Ambassador. Champions of the Challenge could even travel to the United States to participate in a summer immersion program.

## HOW IT WORKS

Teams of 2-4 students must create a business plan or a non-profit service that demonstrates the essential skills for bringing an idea to life: entrepreneurship, creativity, critical thinking, problem solving skills, language ability, and presentation skills. To enter, submit (in English) a one-page description OR a two minute (max) video to [AECFinland2016@gmail.com](mailto:AECFinland2016@gmail.com). Please provide the following information:

1. Team name as well as names of team members (students and teacher/advisor), including contact information. In addition, please include age of each team member.
2. The city where your team intends to compete (Helsinki, Jyväskylä, Kuopio, Tampere, Turku, Oulu or Rovaniemi)
3. Overview of the problem, issue, or market opportunity your team identified.
4. Your team's idea...
5. ...and your plan to bring it to life!

During the regional competitions, each team will deliver a short "pitch" (in English), and get helpful feedback and follow up questions from a panel of expert judges. Regional winners will be hosted in Helsinki for entrepreneurship-related, critical thinking and problem solving workshops before the national championship.

**A few rules:** You must be enrolled in school, have a team of at least 50% Finnish citizens and a teacher/advisor. Your plan must be new – no existing businesses allowed! One entry per team. The AEC is recommended for students aged 16-20. Students aged 13-15 years can play too. However, due to age restrictions they would not be eligible for travel to the U.S., but would get support bringing their idea to life. Be innovative. Be visionary. Have fun!

## TIMELINE

- **Friday, October 7, 2016:** Last day to send in your submission.
- **Regional competitions held as follows:** Oulu on Oct 18, Turku on Oct 20, Jyväskylä on Oct 26, Kuopio on Oct 27, Tampere on Nov 1, Rovaniemi on Nov 3, and Helsinki on Nov 4.
- **Entrepreneurship and presentation workshops and final competition in Helsinki on December 1-2, 2016.**

## PRIZES

Top prize winners who are age 16-20 will travel to the United States for a summer immersion program. Both the winner and the runner-up teams will receive support bringing their ideas to life. In addition, past AEC winners have garnered topline coverage in Finland's most prominent economic outlet, ultimately reaching a significant audience with their ideas!

*Want a Real-Life Learning Opportunity?*

TAKE THE AMBASSADOR'S ENTREPRENEURIAL CHALLENGE!



For more information, visit our AEC website at [finland.usembassy.gov/aec.html](http://finland.usembassy.gov/aec.html)

Or contact: U.S. Embassy Exchanges Assistant Maria Kivelä at [AECFinland2016@gmail.com](mailto:AECFinland2016@gmail.com)

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