



مدرسة وستمنستر
THE WESTMINSTER SCHOOL

27
YEARS

Green Consortium

Invent to prevent

PROGRESSIVE SESSION

14th January, 2023



AIM

- To design a business proposal that will provide a climate change resilient solution in liaison with the aims of COP28.
- To transform and accelerate climate action and meet the commitments the world has made towards the Net Zero Targets.

OBJECTIVE

- To devise a business plan that can potentially revolutionize the process of finding sustainable solutions for the current environmental problem.

GENERAL RULES FOR ALL TEAMS

- Team members need to work in collaboration with the teacher mentor.
- Participants will need to submit the media consent form sent through email.
- Research work should be filed as working evidence and submitted 2 days prior to the main event along with the final presentation to be used. An email communication will be sent for the submission of both.
- Each team will be given a code name for team identification.
- Participants are required to come in business attire (formal wear) on the day of main event (21st Feb'23).
- Each team will get 5 minutes for solution presentation and 2 minutes will be allocated for the judges to question and fill the score card.
- Proposed solution should be in the form of a prototype/working model.

MARKET FACE

1. Cover Sheet (Company Name, Team Code, Presenting Team Members)
2. Executive Summary
3. Business/ Product or service description
4. Customer/Market analysis (market size and potential market share)
5. Competitor Analysis (competitors and your competitive differentiation)
6. Sales and Marketing Plan (how you will go-to market)
7. Management team and/or advisors, including relevant experience
8. Financial highlights (Cash flow, Income statement, Balance sheet);
Offering of the company (how much investment you are seeking, use of funding, possible exits)
9. Intellectual property status (patents, licenses, etc.)

GREEN ACCELERATOR

1.Designing a sustainable solution to tackle the current environmental issues related to carbon/greenhouse emissions.



2

2.The model should bridge the gap between the more privileged and the more vulnerable strata of the society

1

4.Solution can be in the form of working model/prototype (digital or non digital).

3

3.Solution must accelerate Green economy. Solution should focus on 4R's Reuse, Recycle, Reduce, Recover.

4

GREEN ACCELERATOR

5

5.The model should use clean/green energy.



6

6.Formulating a real world solution and being a part of the global journey to NET ZERO (2030 goals of the U.A.E) in liaison with COP28.

7

7.Integration of the various SDGs to come up with one solution (circular economy).

8

8.Solution should have a blend of innovation, modification of existing solution, adaptation of new technology to promote sustainability and economic benefits.

**SUSTAINABLE
BUSINESS
SOLUTION!**





PRIZE CATEGORIES

**BEST
BUSINESS
PROPOSAL**

**BEST
SUSTAINABLE
SOLUTION**

**BEST PITCH
AWARD**

**GREEN
CONSORTIUM
AWARD (BEST
SUSTAINABLE
BUSINESS
MODEL)**

**BEST
COMMUNITY
DEVELOPMENT
PROJECT**

RUBRIC AND ASSESSMENT CRITERIA

BEST BUSINESS PROPOSAL

- **Financial feasibility**
- **Attractive investor possibilities**
- **Returns potential for investors**

BEST SUSTAINABLE SOLUTION

- Identification of relevant problem
- Incorporation of SDGs.
- Net Zero Policy
- COP28 objectives

BEST PITCH AWARD

- Communication
- Presentation
- Verbal techniques
- Fluency and conviction

GREEN CONSORTIUM AWARD (BEST SUSTAINABLE BUSINESS MODEL)

- Commercial success
- Catering to Eco-principles
- Incorporation of SDGs
- Business description

BEST COMMUNITY DEVELOPMENT PROJECT

- Affordability
- Cost effective in terms of production
- Meets community needs
- Sustainability



Not to Forget

- All teams must submit their final presentations by 17th February.
- All teams must have a backup of their final presentations in a USB Drive on the day of main event- 21st February, 2023.



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THANK YOU!

