

“Hello, International”

Big Friday Event 2025

Introduction to the Business Proposal Competition

"Hello, International" is the international initiative of the **Big Friday Event 2025**, organized by Kainuun Yrittäjät. As part of this initiative, several activities and programs will be launched under the "Hello, International" banner, providing opportunities for the international community to engage, celebrate, and contribute to the Big Friday event.

Business Proposal competition is one of the initiatives of this event and Kainuun Yrittäjät, in collaboration with the MAKEA Project, invites members of the international community in Kainuu to participate in the 2025 Business Proposal Competition, held as part of the annual Big Friday event. This initiative is designed to encourage and support immigrants interested in starting businesses in Kainuu.

The competition is open to all immigrants with entrepreneurial aspirations, offering a unique platform to present innovative ideas and contribute to the economic and social fabric of the region. Proposals must be submitted as a PDF before **12:00 PM on February 21, 2025**, to the email makea.hanke@kamk.fi

Objectives of the Business Proposal Competition

1. Encourage Entrepreneurship

Foster entrepreneurship within Kainuu's international community by inspiring individuals to turn their ideas into thriving businesses.

2. Provide a Platform for Innovation

Offer a space for creative and innovative business ideas to take shape and become reality.

3. Promote Economic and Social Empowerment

Support the international community in achieving greater economic and social empowerment.

4. Build Entrepreneurial Networks

Strengthen connections between local entrepreneurs and the international community, fostering collaboration and mutual growth.

Guidelines for Submitting a Business Proposal

Participants are encouraged to craft their proposals with the following criteria in mind:

1. Clarity and Feasibility of the Business Idea

- ❖ Clearly describe the business idea.

- ❖ Demonstrate its practicality and potential for implementation in the Kajaani area.

2. Target Group and Social Impact

- ❖ Identify the intended audience or customer base.
- ❖ Explain how the business will address the needs of the local community or customers.

3. Innovation and Originality

- ❖ Highlight creative and innovative aspects of the idea.
- ❖ Show how the proposal stands out from existing businesses or solutions in the Kainuu region.

4. Financial Planning (Simplified)

- ❖ Provide a realistic budget or revenue source.
- ❖ While a detailed financial plan is not required, participants should demonstrate an understanding of basic costs and potential income.

5. Presentation Clarity

- ❖ Present the proposal in a clear and organized manner **only in English language according to the given template.**
- ❖ While language skills will not be heavily judged, focus on effectively communicating the idea.

Selection process

The competition organizers will conduct a preliminary review of all submissions based on the criteria listed above. A panel of judges, including Kajaani entrepreneurs and representatives from local businesses, will evaluate shortlisted proposals.

The top five proposals will receive certificates and an opportunity to participate in awareness workshops organized by the MAKEA Project. Selected participants can also access additional support and services provided by the project and Kajaani Yrittäjät to further develop their business ideas.

Eligibility to Participate in the Competition

The competition is open to individuals who meet the following criteria.

- ❖ **Aspiring Entrepreneurs:** Those interested in starting a business in Kainuu.
- ❖ **Existing Business Owners:** Individuals who already own a business in Kainuu and are looking to expand their operations.

Target Groups: International students and unemployed individuals are especially encouraged to participate.

Important Requirement: Participants must hold a valid residence permit in Finland.

We look forward to receiving your creative and impactful proposals and celebrating the entrepreneurial spirit within the international community of Kainuu.