

## Call for Applications School Entrepreneurship Competition 5th Edition – 2025

The USJ Business School, in partnership with the International Movement of Lebanese Business Leaders (MIDEL), is launching the fifth call for applications for its School Entrepreneurship Competition. This year's theme is:

### **Resilient Innovation: Best Agile and Adaptable Business Idea in Response to Lebanon's Multidimensional Crises.**

#### **Context**

Lebanon is undergoing an unprecedented period of multidimensional crises, deeply impacting its economy and society. Political instability, economic challenges, monetary crisis, soaring inflation, and difficulties in accessing resources have created an extremely uncertain environment for businesses, both small and large.

This context demands innovative solutions and business strategies that can navigate complexity and adapt to rapid and unpredictable changes. In the face of these major challenges, entrepreneurship emerges as a driving force capable of stimulating growth, creating jobs, and contributing to the country's reconstruction. Now more than ever, it requires bold ideas, robust business models, and exceptional adaptability.

This competition aims to encourage young people to tackle these challenges by developing innovative and resilient entrepreneurial projects.

#### **Objectives**

The competition aims to:

- Stimulate creativity and innovation among high school students in response to Lebanon's specific challenges.
- Encourage the development of business ideas that can thrive despite economic and political difficulties.
- Promote an entrepreneurial culture based on resilience, adaptability, and innovation.
- Identify and reward the most innovative, viable, and socially responsible projects.
- Prepare the next generation of entrepreneurs in Lebanon.

## Projects

The projects must present an original and viable business idea, demonstrating a strong ability to adapt to the specific conditions of the current Lebanese market, including but not limited to:

- Economic volatility
- Challenges in accessing financing
- Infrastructure deficiencies
- Exchange rate fluctuations

Each project submission should include:

1. A detailed description of the business idea and its model, highlighting how it addresses specific market needs in Lebanon.
2. A rigorous market and competition analysis, considering both challenges and opportunities within the Lebanese context.
3. A clear and adaptable development strategy, showcasing the business's ability to navigate uncertainties and rapid changes.
4. A realistic financial feasibility study, including risk assessment and mitigation strategies.
5. A clear demonstration of the project's potential positive impact on Lebanon's economy and society.

## Target Audience

This school competition aims to cultivate entrepreneurial spirit among high school students in Lebanese schools, encouraging them to transform creative ideas into concrete business plans.

Participating teams may submit their projects in either French or English, based on their language preference.

## Prizes

- Awards will be given to the top three winning teams.
- All participants will receive a certificate of participation.

## Useful Links

- To submit your project, please visit: <https://enquetes.usj.edu.lb/index.php/628715>  
(Please follow the submission guidelines regarding document format, size, etc. No prior registration is required. Once your project is correctly submitted on the platform, your application will be considered.)
- For more information, contact us at: [fgm.confirmation@usj.edu.lb](mailto:fgm.confirmation@usj.edu.lb)

Let Your Ideas Shine!

## Competition stages



### 1 Preparation

Form a team of 2 to 5 people. Prepare an idea based on the specified elements.

### 2 Projects submission

Submit your presentation (PowerPoint or PDF) and your video (MP4 or MOV) via the following link:  
<https://enquetes.usj.edu.lb/index.php/628715>  
 Please make sure to name your files after the company name.

### 3 Evaluation

A jury composed of USJ Business School faculty members will evaluate all projects and select the three winning teams.

### 4 Results

The three winning teams will be announced during the awards and certificate ceremony.

## The Project : the 4 elements to include

- 01 Your Motivation as an Entrepreneur**  
 Explain what motivated you to create and develop this company.
- 02 Your Idea and Key Success Factors**  
 Clearly articulate your idea, detailing the resources and advantages that will support its success
- 03 Your strategy, financial analysis, and marketing plan**  
 Detail your strategy with a cost-benefit analysis. Identify the communication channels you'll utilize to promote your business
- 04 Your development plan**  
 Describe your long-term strategy for business sustainability



