

GOAL

Gamified and Online Activities for Learning to Support Dual Careers of Athletes
Erasmus + Sport Project

Competition: Business Plan Development & Presentation

1 Introduction to GOAL Project and Services

GOAL aims to support active and non-active athletes in the development of their professional endeavours, after the end of their athletic career. The project attempts to create awareness on dual careers by providing an enabling environment for addressing athletes' dual career incommensurable goals whilst leveraging athletes' skills and competencies (e.g. problem solving, decision-making, communicating, teamwork and leadership) as means to help their integration in education, training and open labour market. GOAL creates a gamified online dual career educational programme for supporting dual careers of athletes using massive open online learning environments and games for sports, entrepreneurship and recreational activities.

A set of interactive ICT-based tools offered to active and non-active athletes for acquiring skills and competencies necessary to consciously discover, plan and determine their future career goals once they complete their competitive sports career.

Such skills are critical in developing athlete's continuous professional and life career development including efforts of coping with transition and change both as individual personalities being part of a wider community as well as professionals that will be following a career after sports competition, and thereby preparing them for a new job.

The project offers **six (6) Massive Open Online Courses (MOOCs)** to effectively start dual careers embracing awareness of athletes to balance sport training and education and, at a later stage, sport training and employment. These courses are the following:

- Personal Skill Development - Decision Making & Problem Solving
- Communication Skills and Teamworking Skills
- Entrepreneurship
- Coaching in Sports
- Sports Marketing
- Sports Management

All courses are offered for free! To access them please visit GOAL e-learning platform at <http://goal.csd.auth.gr/elearning/> and create your account.

At this platform you can also use unique online GOAL services:

- Online **psychological support service** offering one-to-one psychological support by experienced psychologist, for free
- Online **e-mentoring service**, offering one-to-one mentoring to athletes for their dual career, for free.
- Play online games that have been implemented in order to help athletes to develop their personal and entrepreneurship skills

More info about GOAL project is available at: <http://goal.csd.auth.gr/>

2 GOAL Entrepreneurship Competition

In the context of GOAL project, the GOAL Entrepreneurship Competition is organized. The aims of the competition are:

- To provide an opportunity for athletes/users followed the courses of GOAL platform (<http://goal.csd.auth.gr/elearning/>) to participate in the **final event of the GOAL project** and demonstrate their entrepreneurship skills under an International competition process;

- To provide an opportunity for athletes/users followed the courses of GOAL platform to peer-assess and peer-evaluate their business plans;
- To provide GOAL project final event attendees with innovative and effective business plans implemented by athletes.

Business plans submitted for the competition are expected to accomplish a specific goal which is to demonstrate the ability of students to deploy in a practical exercise their accomplishment and understanding of topics 4 and 5 of the Entrepreneurship course in which a business structure is explained.

Expert reviewers will evaluate the submissions and choose the submission which will be invited to showcase their business plan at the final event of the GOAL project in Thessaloniki Greece (31 October 2019).

2.1 Who can participate?

Eligible competitor is every person that has completed ALL the training courses available at GOAL platform (<http://goal.csd.auth.gr/elearning/>) along with their quizzes and evaluation questionnaires.

Competitors could participate either individually or in groups with up to 4 members.

2.2 What to submit?

The competitors should submit their business plan using the following template

Title

[Title of the competitors' work. Please provide a descriptive title of your business plan, no more than 30 words]

Competitor(s) names

[Please list the Competitor(s) contributing to this work giving the following info:

Name Surname of leader of the team and team members, country, e-mail of the team leader, telephone for the team leader]

Business Plan Description in Text

[Description (no more than 500 words) of the business plan in English. They will start presenting a creative business idea and continue explaining how they will implement it. For that, they will follow the steps learnt in the "Topic 1 – Fundamentals of entrepreneurship" in the GOAL platform [Entrepreneurship course](#), being able to use support materials from other [GOAL courses](#)]

Business Plan Presentation in Video

[Link for accessing a video presentation of the business plan. The duration of the video should be 3 minutes maximum and it must be recorded in English. Note: For public evaluation, the videos will be uploaded in the [YouTube channel of GOAL project](#).]

2.3 How to submit?

The competitors should upload their business plan at [GOAL Competition Submission Form](#).

2.4 When to submit?

The complete submission completed must be sent before the **30th September 2019**.

2.5 Competition rules

2.5.1 Evaluators

Five (5) experts of the GOAL project in the field of business administration, specialized in the entrepreneurial ground, for the evaluation of the videos. The evaluators will see the videos and

give a final mark without knowing who the person responsible for each video is. In this way, the evaluation will be completely objective and fair.

2.5.2 Evaluation criteria

1.Originality and creativity	Each video must describe an innovative idea i.e. those pre-existing business ideas that are already implemented must be explain to what extent the proposed idea represents an improvement over the pre-existing one. Higher marks will be given to solutions substantially different from existing schemes, not relying on minor improvements giving a punctuation from 1 (to the less creative), to 5 (to the most creative).
2. The order of the steps	The business plan must follow the order described in the slides “Topic 1- Fundamentals of entrepreneurship”. The punctuation will be given basing on how the participants fit to the specified order in “steps to start up a business”.
3. Content and key words	The content refers to the introduction of the subject and the strategy used to start up the business. The appropriate use of key words in the explanations are positively evaluated since they are highly related with the course content: <ul style="list-style-type: none"> • Mission • Vision • Financing method (crowdfunding, self- financing...)
4. Quality of the video	Based on: <ul style="list-style-type: none"> • Presentation: The appropriateness of the lighting i.e. it should not be very dark or excessively bright. • Edition: <ul style="list-style-type: none"> • Music and words are loud enough to hear • The image is steady and clean According to the overall impression of the quality, evaluator will give a punctuation ranging from 1 to 5 points.
5. The sixth referee	For the evaluation, the videos will be uploaded in the YouTube channel of GOAL project . The number of “likes” and the visualization of the video`s will be determinant for this last criterion. Ratio likes and dislikes. From 1 (low social impact) to 5 (high social impact).

2.5.3 Evaluation template

Once every criterion is evaluated the final mark will be computed. For that, and with the aim that every criteria counts the same, the average will be computed in the following form:

Criteria	Bad	Not enough	Sufficient	Good	Excellent
Originality and creativity	1	2	3	4	5
The order of the steps	1	2	3	4	5
Content and key words	1	2	3	4	5
Quality of the video	1	2	3	4	5
The sixth referee	1	2	3	4	5

2.6 When will be announced the results?

The results will be announced **first week of October 2019**

2.7 What is the award?

The winners of the competition will be invited to participate at the final event of the GOAL project, in order to present their business plan.

The final event of the GOAL project will be held at Thessaloniki, Greece **on 31st of October 2019**.

GOAL project will cover the travel and subsistence cost to the winners.

2.8 More info

Please visit [GOAL Competition](#) place and contact Competition Tutor/Mentor Amaya Beroiz (amaya.beroiz@berolaconsulting.com)

2.9 Privacy Policy

1. The participation in the competition implies the acceptance of every rule addressed in the privacy policy.
2. GOAL consortium reserves the right to automatically delete every video considered as inappropriate.
3. The videos can be kept in GOAL's YouTube channel even after the competition is finished, unless the participant exclusively asks to quit them.
4. By submitting the video, the applicants agree that GOAL can use their names and images in the promotion of the competition through press releases and through the project's social media.
5. The non-completion of any of the rules established in the basis will lead to the application being cancelled and the candidate being out of the competition.

Disclaimer

This Competition is supported by Gamified and Online Activities for Learning to Support Dual Careers of Athletes (GOAL) Erasmus+ sport project.

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