



The **EY's Entrepreneurship Competition** challenges teams of two to four members to present a creative idea or innovative project with potential for growth. It is based in 3 days of intensive work, where during the weekend teams must develop their idea/project, prepare a business plan, and make an elevator pitch. The five best teams were selected for a presentation and formal dinner on 20 April, after which the winners were announced and received their respective prizes.

EY (formerly Ernst & Young) is a multinational professional services firm headquartered in London, England. EY is one of the largest professional services firms in the world and is one of the "Big Four" accounting firms.

The organisation operates as a network of member firms which are separate legal entities in individual countries. It has 231,000 employees in over 700 offices around 150 countries in the world. It provides assurance (including financial audit), tax, consulting and advisory services to companies.

### **Mater Dynamics won the 3<sup>rd</sup> EY's Entrepreneurship Competition**



<http://www.novasbe.unl.pt/en/news-articles/news/952->

When PhD and MSc students are developing a technology, the first point to validate their idea should be their University. That is why we applied to the EY's Entrepreneurship Competition, since it was organized by NOVA School of Business & Economics. The solely purpose of our application was to validate our business idea, having it screened and criticized by Professors and EY's executives. We took our first steps outside the lab, and most important we have done some efforts to define an action plan. Strategy as then implement in our daily vocabulary.

