



## PRESS RELEASE

# Faculty of Business Administration organizes the Competition for Enterprising Students

**The Faculty of Business Administration at the University of Economics, Prague announced Vodafone Idea of the Year 2012 competition (Vodafone Nápad roku 2012). Everybody with interesting business ideas may compete. In 2012, two competition categories out of three are intended to the students.**

**Prague, 12<sup>th</sup> April 2012**

“Based on our present research, more than 45 per cent of the students want to do business upon their graduation. On the contrary, only one third of these students have a chance to implement their business ideas in practice. The most common reasons preventing students from the conduct of business are a failure concerns and a loss of their own or family finances. Most students lack experience as well. The competition enables to the students to have their business ideas come to life, “Martin Kešner, the competition founder says.

In Vodafone Idea of the Year 2012 competition, the competitors may register in two categories with two of these intended to the students. Together with the Vodafone Idea of the Year main category, there are the Economist Student Businessman category for the best business intent and the HTC Start-up category for the best implemented student project.

Everybody has a chance to succeed regardless the previous business experience. For instance, Petr Kunc and Martin Novák won the competition’s main category with the project of a web operating system Celebrio Software intended to senior citizens in 2011. The system is based on Microsoft technologies intended to people with eye sight problems or a fear of computers.

In Vodafone Idea of the Year 2012 competition, the individuals and teams may register their projects with the deadline on 18<sup>th</sup> May 2012. The competitors may apply via [www.napadroku.cz](http://www.napadroku.cz). The application must include the business intent, the project for the company expansion, the investment project that has not been implemented yet or the project that has been in the preliminary process for less than two years.

The three categories winners and the top 10 competitors may look forward to the financial and the material rewards. Together with the financial and material rewards, the competition offers to the competitors the opportunity to get start-up investment for their business project with a mentoring as well.



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Vodafone is the competition's titular partner in 2012. The main partners are ANECT, PPF and HTC. Vyroubal Krajhanzl Školout & spol. law firm, Grada, H1.cz and VOX are partners as well. The competition is supported by South Moravian Innovation Centre, HUB Praha and Europe Enterprise Network.

More information at [www.napadroku.cz](http://www.napadroku.cz).

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**The University of Economics, Prague** (Vysoká škola ekonomická v Praze) is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague is composed of more than 20,000 students and has six faculties – five in Prague and one in Jindřichův Hradec in South Bohemia. These include: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Statistics and Informatics and the Faculty of Economics and Public Administration. The faculty based in Jindřichův Hradec is specialized in management. Graduates of the University of Economics, Prague occupy responsible positions in the private as well as in the public sector. Most of them are employed in the sectors of industry and services, trade, marketing, banking, public administration, accounting, audit, tourism and the field of information technology. Many significant Czech and foreign economists have obtained the University's honoris causa title; for example, the Nobel Prize winner Prof. Robert A. Mundell, Prof. Milton Friedman and Prof. Gary S. Becker. More information at <http://www.vse.cz/index-en.php>.

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