



MELBU CROWD SOURCING PLATFORM

The Erasmus+ logo, which includes a stylized city skyline in the background and the word 'Erasmus+' in a large, bold, sans-serif font. The '+' sign is a larger, more prominent symbol.



MORE ENTREPRENEURIAL LIFE IN BANGLADESHI UNIVERSITIES (MELBU)



Promote the sense and act of entrepreneurship among the university students in Bangladesh in order to enhance their employability

Development of
Entrepreneurship
Course for the
Students
Summer School



Among the students in the partner universities in Bangladesh through arranging Summer Schools, Bootcamps, Workshops, & Trainings in Germany, Poland, & Bangladesh

Establishing
University based
Entrepreneurship
Center



To promote on-campus entrepreneurship at each Bangladeshi partner HEI in form of an Entrepreneurship Center

Establishing
MELBU
Crowdsourcing
Platform for
Supporting student
entrepreneurship



For the students to facilitate entrepreneurial idea sharing, crowd-based assessment of the idea, integrating the companies and potential investors to check the ideas & facilitate the student entrepreneurs



UNIVERSITÄT
LEIPZIG

Leipzig University (Germany)



melbu | More Entrepreneurial Life
at Bangladeshi Universities



Maritime University of Stettin (Poland)



Khulna University



Jashore University of Science
and Technology (JUST)



Khulna University of Engineering
and Technology



Bangabandhu Sheikh Mujibur Rahman
Science and Technology University



Northern University of Business
and Technology, Khulna



North Western University, Khulna

Venture idea sharing by the students

- Push ideas from the crowd
- Community
- Creativity
- Feedback / Comments from the crowd
- Ranking by the crowd
- Visibility
- Request
- Co-creation

Ask for Challenge Solving by the start ups/organizations

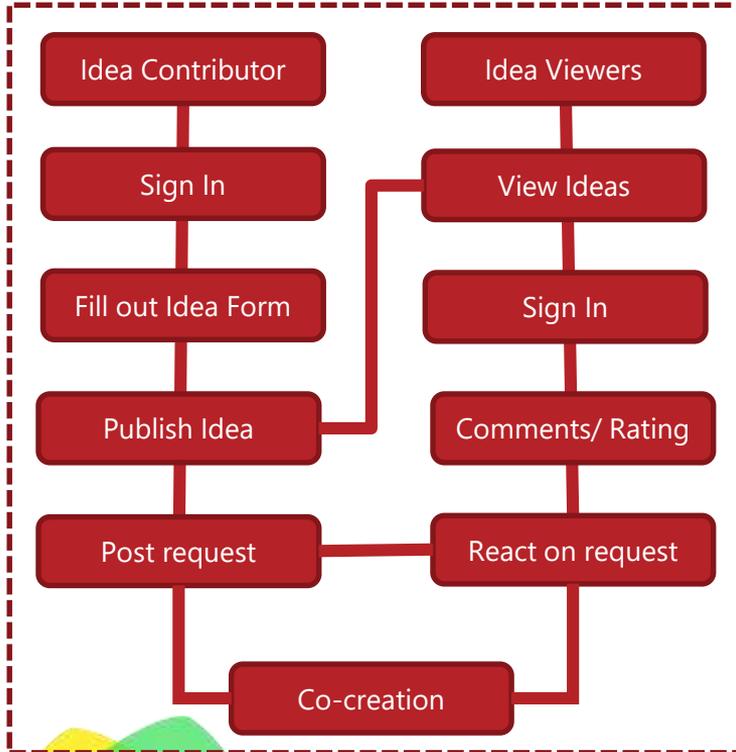
- Pull Challenge from Companies/ Organization
- Open Innovation
- Crowd solves problem
- Reward
- Visibility
- Co-creation

Promotion and Supports

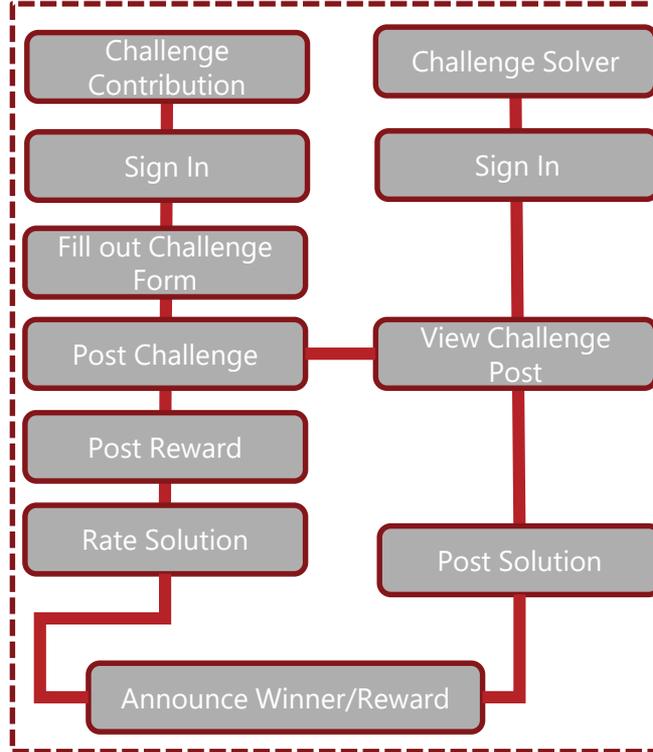
- Sensitization
- Templates (BMC, etc.)
- Information on Entrepreneurship
- Support (Trainings, Coaching)
- Finding useful Resources
- Prototype Maker (Fab Lab at JUST?)

- Create themes, categories
- Users' administration: roles to users
- Moderation
- Acquire Challenges
- Manage Rewards

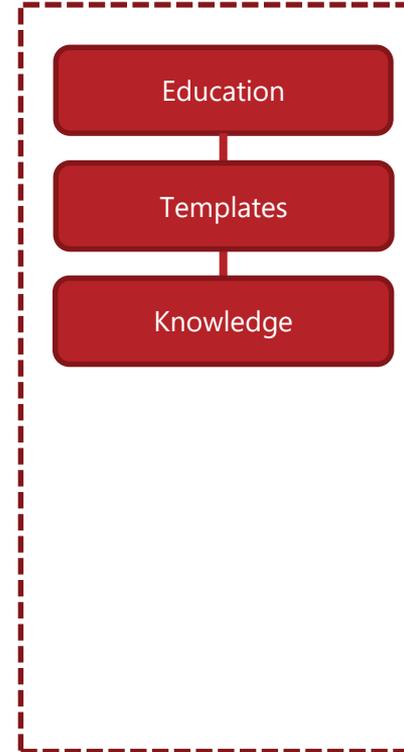
Students



Startups/Organisations

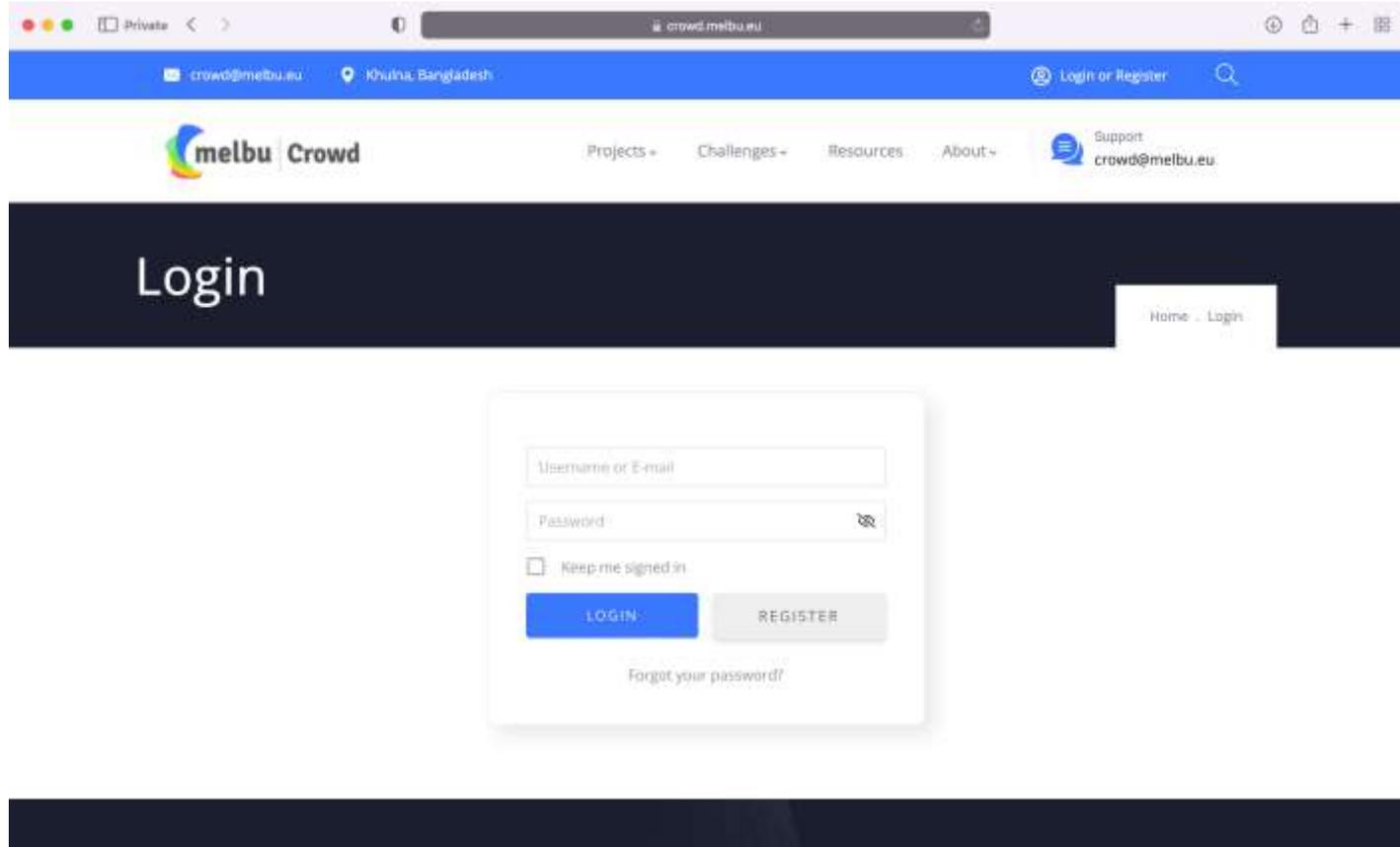


Support



MELBU Crowd Starting Page - Example

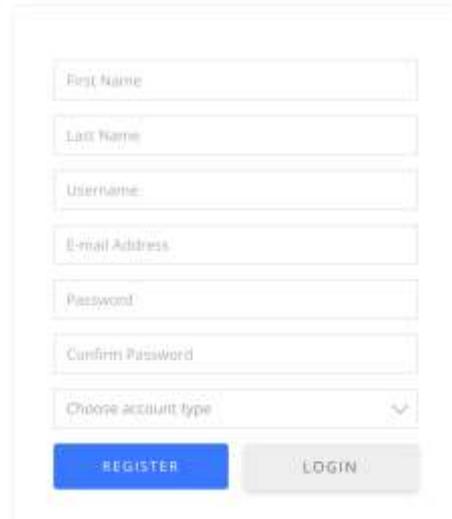




The screenshot shows a web browser window displaying the MELBU Crowd login page. The browser's address bar shows the URL `crowd.melbu.eu`. The page header includes the MELBU Crowd logo, navigation links for Projects, Challenges, Resources, and About, and a support contact for `crowd@melbu.eu`. A dark blue banner with the word "Login" is prominent. Below it, a white login form is centered, featuring input fields for "Username or E-mail" and "Password", a "Keep me signed in" checkbox, and "LOGIN" and "REGISTER" buttons. A "Forgot your password?" link is located below the form. A dark blue footer bar is visible at the bottom of the page.

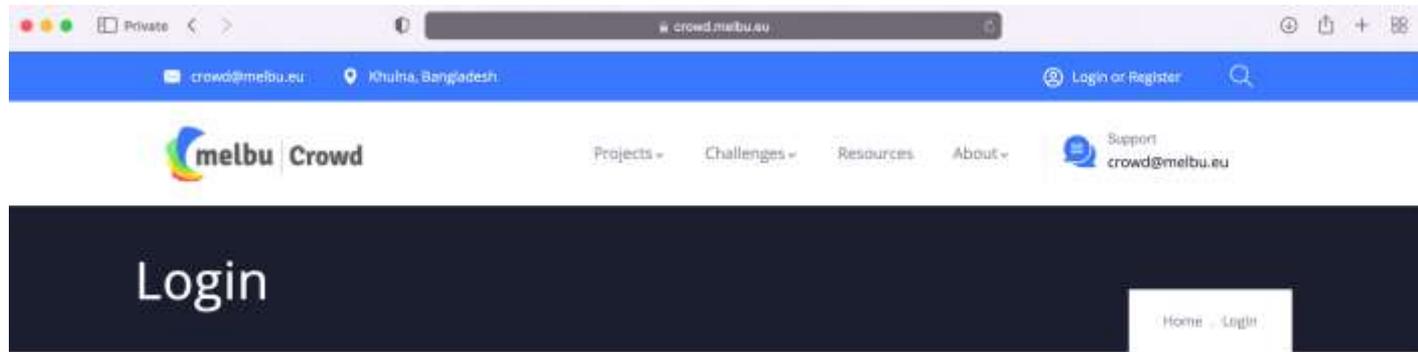


The screenshot shows a web browser window with the URL `crowd.melbu.eu`. The page features the melbu Crowd logo on the left and a navigation menu with links for Projects, Challenges, Resources, and About. A support link for `crowd@melbu.eu` is also present. A large dark blue banner with the word "Register" is centered on the page. A breadcrumb trail in the bottom right corner shows "Home > Register".



The registration form contains the following fields and buttons:

- First Name
- Last Name
- Username
- E-mail Address
- Password
- Confirm Password
- Choose account type (dropdown menu)
- REGISTER button (blue)
- LOGIN button (grey)



The login form overlay contains the following elements:

- An email input field with the value `rnabi.m@gmail.com`.
- A password input field with masked characters and a toggle icon.
- A checkbox labeled `Keep me signed in`.
- A blue `LOGIN` button.
- A grey `REGISTER` button.
- A `Forgot your password?` link.

Your account MELBU Crowd is pending review 🔍 inbox ✕



MELBU Crowd <melbu.eu@gmail.com>
to rifatahmedsaad ▾

Wed, Sep 14, 11:31 AM (1 day ago)



Thank you for signing up!
Your account is pending moderator review.

Please allow us some time to process your request and review
your account information.

Thank you!
The MELBU Crowd Team

Your account at MELBU Crowd has been approved!  Inbox x



MELBU Crowd <melbu.eu@gmail.com>
to rifatahmedsaad ▾

Wed, Sep 14, 11:41 AM (1 day ago)



Congratulations!
Your account has been approved!

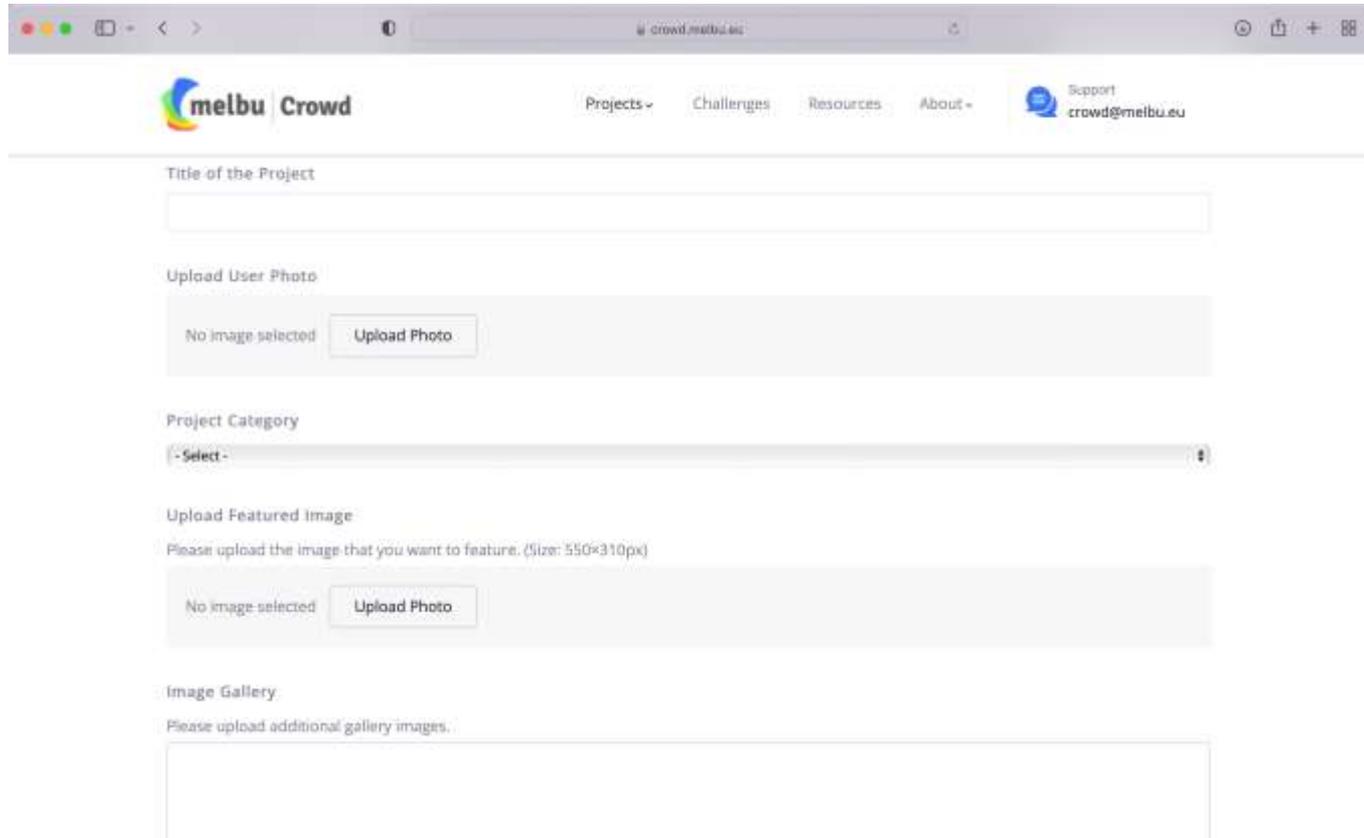
LOGIN

Account Information

Your account e-mail: rifatahmedsaad@gmail.com

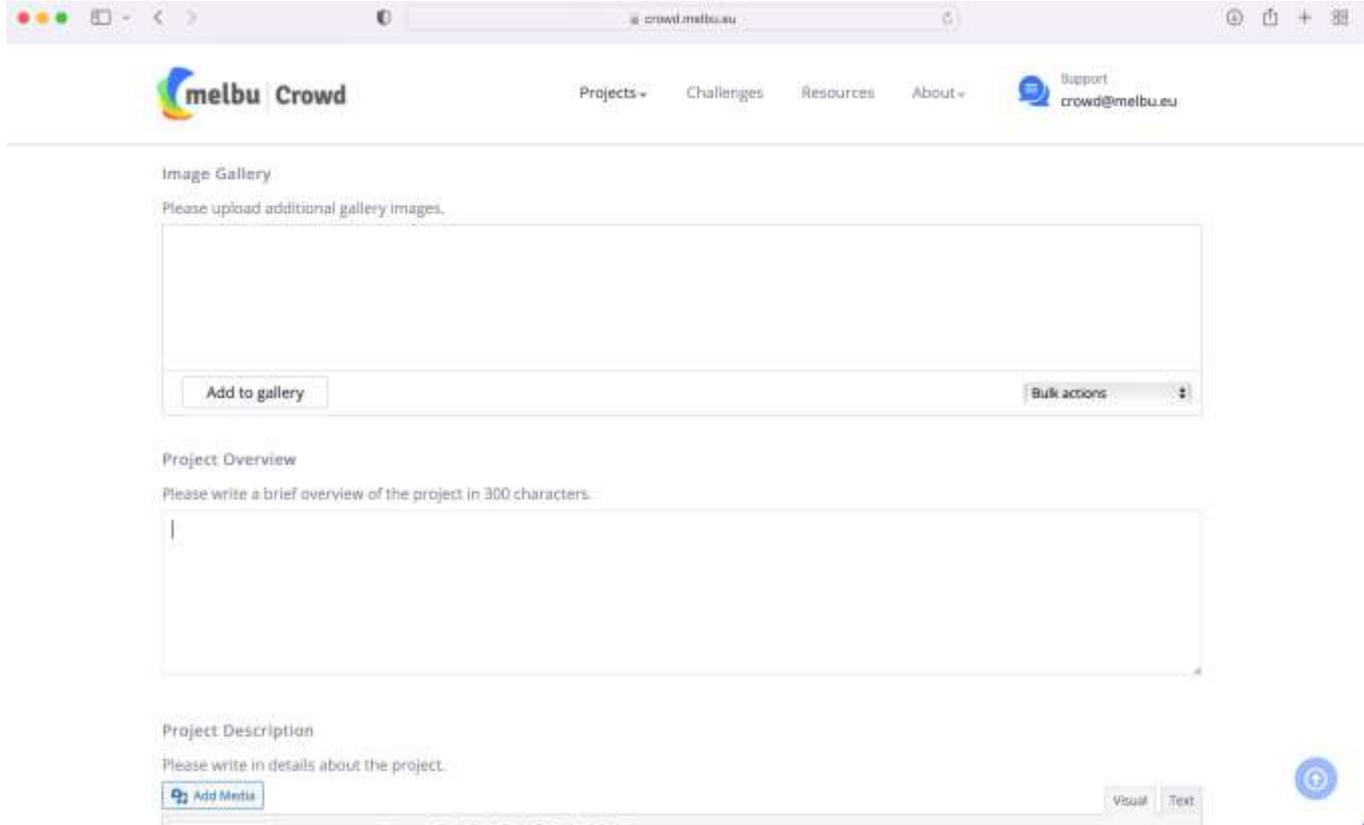
Your account username: **SMRIFAT**





The screenshot shows a web browser window with the URL `crowd.melbu.eu`. The page header includes the MELBU logo, navigation links for Projects, Challenges, Resources, and About, and a support email link `crowd@melbu.eu`. The main form contains the following sections:

- Title of the Project:** A text input field.
- Upload User Photo:** A section with "No image selected" and an "Upload Photo" button.
- Project Category:** A dropdown menu currently showing "- Select -".
- Upload Featured Image:** A section with "No image selected" and an "Upload Photo" button. Below the button, it says "Please upload the image that you want to feature. (Size: 550*310px)".
- Image Gallery:** A section with "Please upload additional gallery images." and a large empty text area for uploading multiple images.

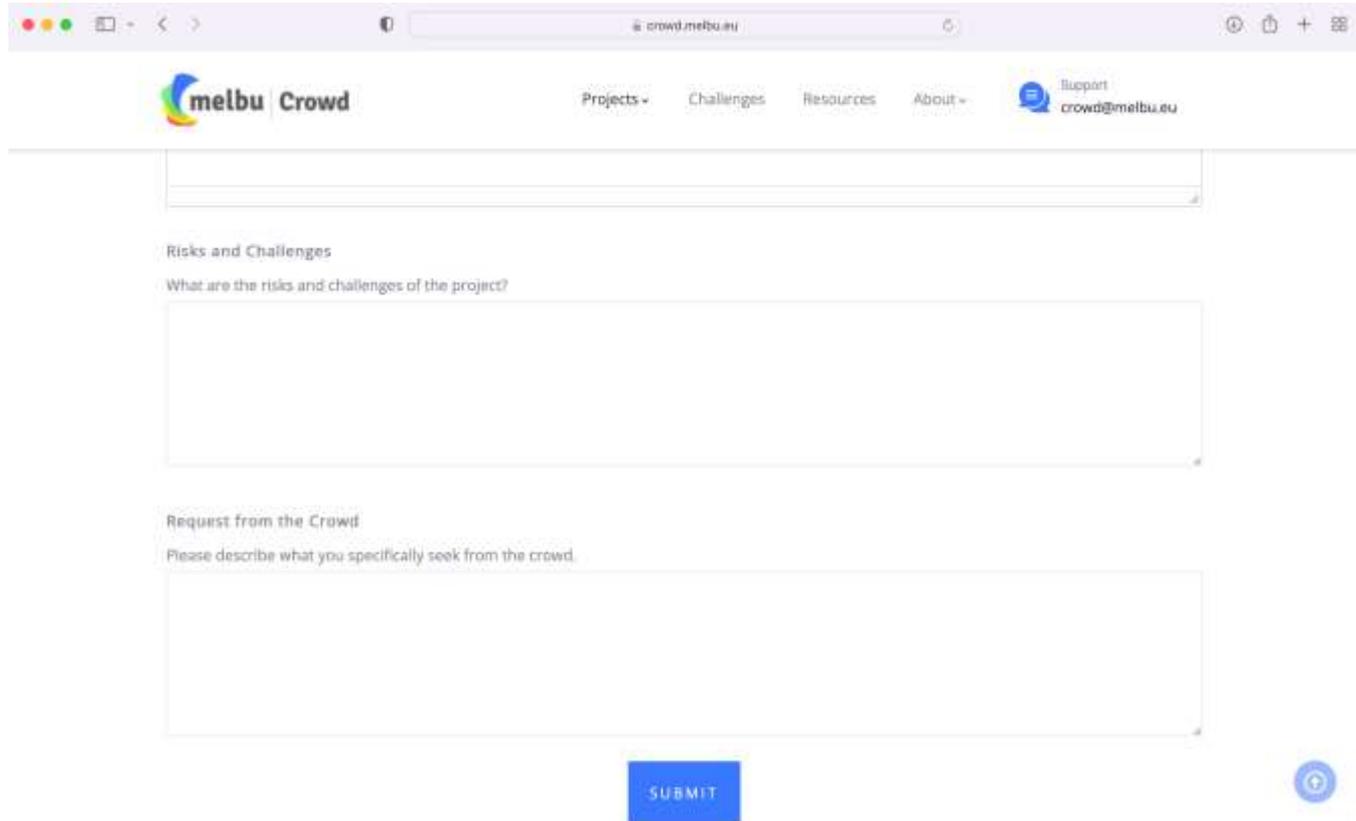


The screenshot shows a web browser window with the URL `crowd.melbu.eu`. The page header includes the MELBU logo and navigation links for Projects, Challenges, Resources, and About. A support email address, `crowd@melbu.eu`, is also visible.

The main content area is divided into three sections:

- Image Gallery:** A section titled "Image Gallery" with the instruction "Please upload additional gallery images." It features a large empty text area for image descriptions, an "Add to gallery" button, and a "Bulk actions" dropdown menu.
- Project Overview:** A section titled "Project Overview" with the instruction "Please write a brief overview of the project in 300 characters." It contains a large empty text area for the overview.
- Project Description:** A section titled "Project Description" with the instruction "Please write in details about the project." It includes an "Add Media" button and radio buttons for "Visual" and "Text" content types.

A small blue circular icon with a plus sign is located in the bottom right corner of the page.



The screenshot shows a web browser window with the URL crowd.melbu.eu. The page header includes the MELBU logo and navigation links for Projects, Challenges, Resources, and About. A support contact link for crowd@melbu.eu is also present. The main content area contains two text input fields. The first field is titled "Risks and Challenges" and asks "What are the risks and challenges of the project?". The second field is titled "Request from the Crowd" and asks "Please describe what you specifically seek from the crowd.". A blue "SUBMIT" button is located at the bottom center of the form area. A small blue circular icon with a white arrow is visible in the bottom right corner of the page.

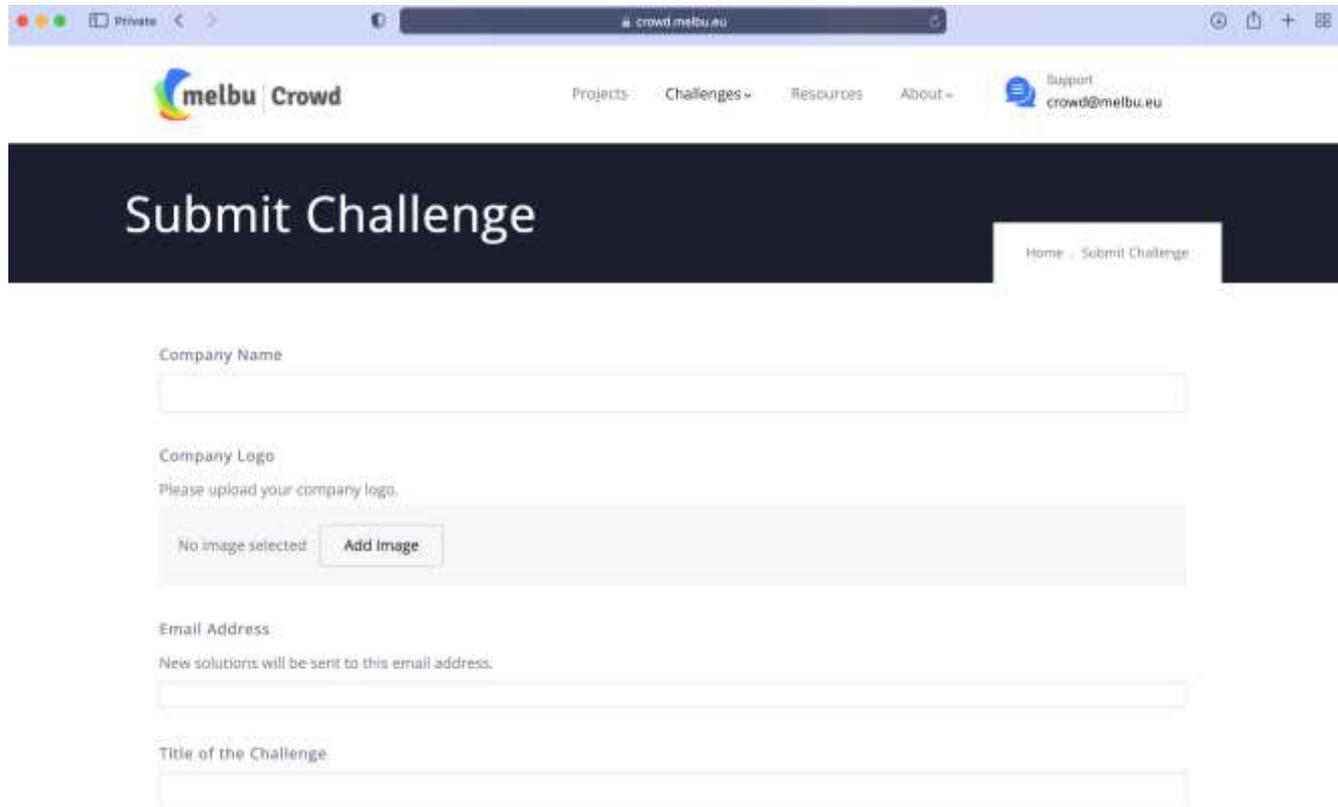
melbu Crowd | [Projects -](#) [Challenges](#) [Resources](#) [About -](#) [Support crowd@melbu.eu](mailto:crowd@melbu.eu)

Risks and Challenges
What are the risks and challenges of the project?

Request from the Crowd
Please describe what you specifically seek from the crowd.

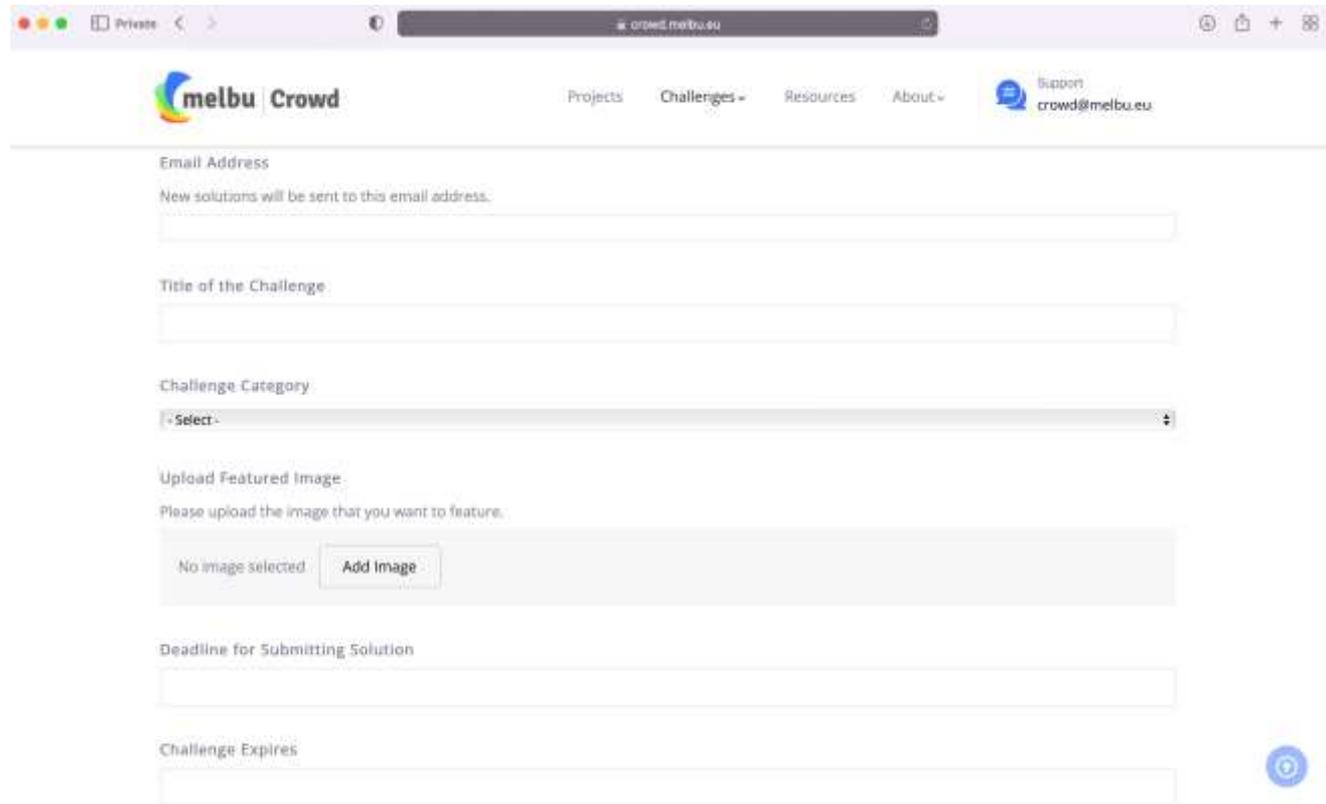
SUBMIT





The screenshot shows a web browser window with the URL `crowd.melbu.eu`. The page header includes the MELBU logo, navigation links for Projects, Challenges, Resources, and About, and a support contact for `crowd@melbu.eu`. The main heading is "Submit Challenge". A breadcrumb trail shows "Home > Submit Challenge". The form contains the following fields:

- Company Name**: A text input field.
- Company Logo**: A section with the instruction "Please upload your company logo." and a button labeled "Add Image".
- Email Address**: A text input field with the instruction "New solutions will be sent to this email address."
- Title of the Challenge**: A text input field.



The screenshot shows a web browser window with the URL `crowd.melbu.eu`. The page header includes the MELBU logo, navigation links for Projects, Challenges, Resources, and About, and a support email link `crowd@melbu.eu`. The main form contains the following fields:

- Email Address:** A text input field with the instruction "New solutions will be sent to this email address."
- Title of the Challenge:** A text input field.
- Challenge Category:** A dropdown menu currently showing "- Select -".
- Upload Featured Image:** A section with the instruction "Please upload the image that you want to feature." It includes a "No image selected" label and an "Add Image" button.
- Deadline for Submitting Solution:** A text input field.
- Challenge Expires:** A text input field.

A blue circular icon with a plus sign is visible in the bottom right corner of the page.



Explore Projects



ANCHOR of SAFETY

1. It will ensure bikers' uncertainty during a



SEnergy – A Smart Electricity Management System



Golden Footwear

Jute fiber based shoe product which will be



Open Challenges



Natural Preservatives for Beverages

Seeking natural preservatives that are clean-label ingredients with an antimicrobial activity against molds and yeasts.

[SOLVE THIS CHALLENGE](#)



Save Them All Challenge

Propose an idea to efficiently allocate resources to pet owners at risk of losing their pets for behavioral, medical, or housing issues.

[SOLVE THIS CHALLENGE](#)



Orbital Space: Lunar Payload Mission

We invite innovators from all over the world to submit ideas for experiments or tests that could be conducted on the Moon.

[SOLVE THIS CHALLENGE](#)



Templates



Marketing Plan Template

Marketing Plan Template

When a marketing plan is done right, it can be one of the most valuable assets your marketing department has. That's why we created a marketing plan template to help you plan and track throughout the year.

[DOWNLOAD →](#)

Social Media Content Calendar

Social Media Content Calendar

With so many different social networks to manage, it can be tricky to plan which content to share effectively. That's why we made a customizable social media content calendar that will allow you to organize your social media activities.

[DOWNLOAD →](#)



We empower people to unite around ideas that matter to them and together make those ideas come to life.



Platform

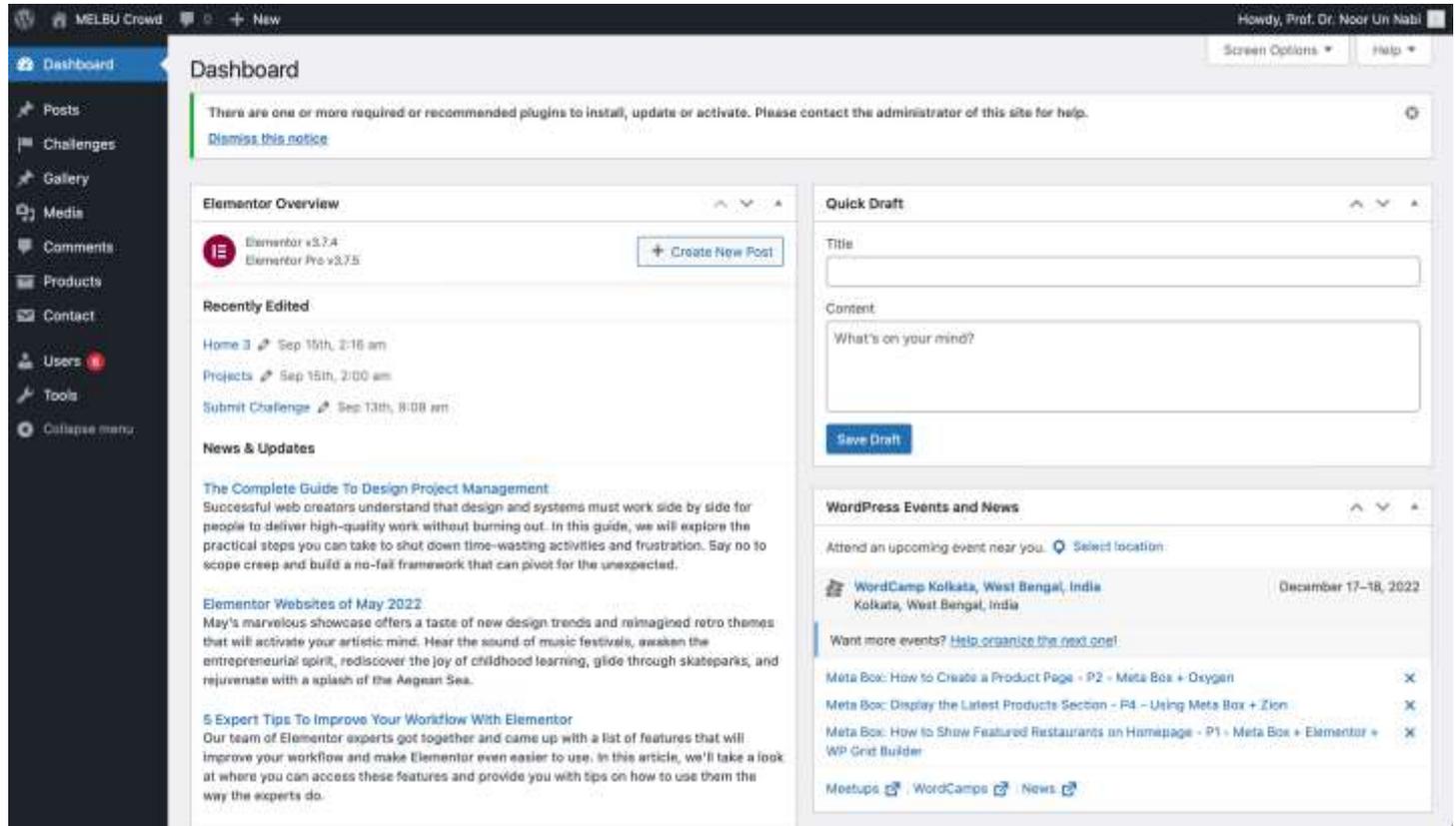
[About](#)[Projects](#)[Challenges](#)[Resources](#)[Contact](#)

Quick Links

[European Union](#)[European Commission](#)[About Erasmus+](#)[Opportunities](#)[HEI Capacity Building](#)

Contact

 +880 1944-732284 crowd@melbu.eu Khulna, Bangladesh



The screenshot shows the MELBU Crowd website admin dashboard. The top navigation bar includes the site name 'MELBU Crowd', a 'New' button, and the user name 'Howdy, Prof. Dr. Noor Un Nabi'. A sidebar on the left contains menu items: Dashboard, Posts, Challenges, Gallery, Media, Comments, Products, Contact, Users (with a notification badge), Tools, and Collapse menu. The main content area is titled 'Dashboard' and features a notification at the top: 'There are one or more required or recommended plugins to install, update or activate. Please contact the administrator of this site for help.' Below this, the 'Elementor Overview' section shows 'Elementor v3.7.4' and 'Elementor Pro v3.7.5' with a '+ Create New Post' button. The 'Recently Edited' section lists 'Home 3' (Sep 15th, 2:16 am), 'Projects' (Sep 15th, 2:00 am), and 'Submit Challenge' (Sep 13th, 8:08 am). The 'News & Updates' section contains three articles: 'The Complete Guide To Design Project Management', 'Elementor Websites of May 2022', and '5 Expert Tips To Improve Your Workflow With Elementor'. On the right, the 'Quick Draft' section has fields for 'Title' and 'Content' (with the placeholder 'What's on your mind?') and a 'Save Draft' button. The 'WordPress Events and News' section displays an event for 'WordCamp Kolkata, West Bengal, India' on 'December 17-18, 2022' and a link to 'Help organize the next one!'. At the bottom, there are three meta boxes: 'How to Create a Product Page - P2 - Meta Box + Oxygen', 'Display the Latest Products Section - P4 - Using Meta Box + Zion', and 'How to Show Featured Restaurants on Homepage - P1 - Meta Box + Elementor + WP Grid Builder'. A 'Meetups' section with links for 'WordCamps' and 'News' is also visible.

Users [Add New](#) Screen Options ▾ Help ▾

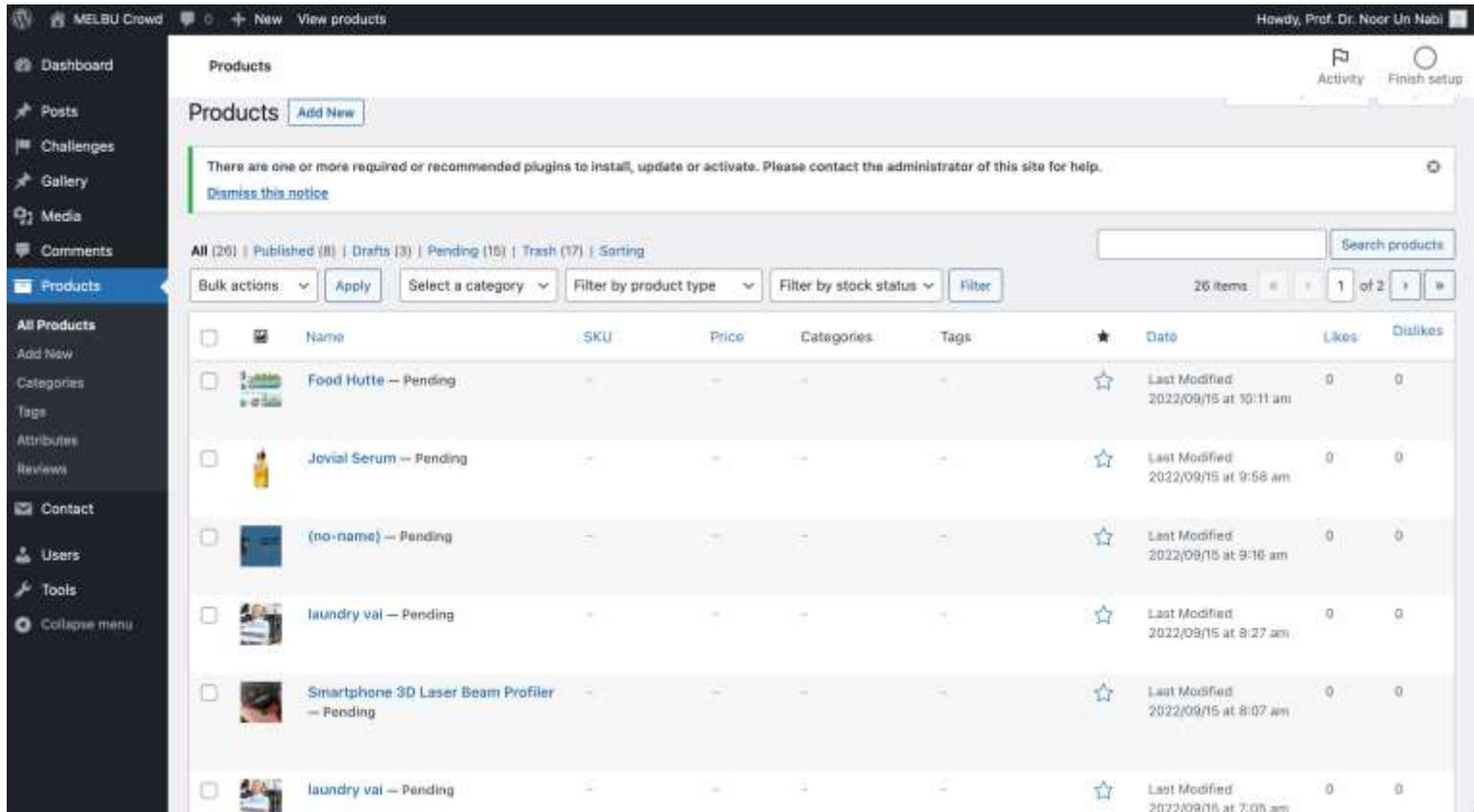
There are one or more required or recommended plugins to install, update or activate. Please contact the administrator of this site for help.
[Dismiss this notice](#)

All (72) | **Approved** (70) | Pending review (0) | Waiting e-mail confirmation (0) | Inactive (0) | Rejected (0) |
Student (61) | Organization (6) | Dash Administrator (3) | No role (1)

Bulk actions ▾ [Apply](#) UM Action ▾ [Apply](#) 69 items ◀ 1 of 4 ▶ [Search Users](#)

Approved Users – 72

Pending Users - 0



The screenshot shows the 'Products' management page in a WordPress-like environment. The top navigation bar includes 'Dashboard', 'Posts', 'Challenges', 'Gallery', 'Media', 'Comments', 'Products', 'All Products', 'Add New', 'Categories', 'Tags', 'Attributes', 'Reviews', 'Contact', 'Users', 'Tools', and 'Collapse menu'. The 'Products' section is active, showing a list of products with columns for Name, SKU, Price, Categories, Tags, Date, Likes, and Dislikes. A notification at the top indicates that one or more required or recommended plugins need to be installed, updated, or activated. The product list includes items like 'Food Hutte', 'Jovial Serum', '(no-name)', 'laundry vai', and 'Smartphone 3D Laser Beam Profiler', all of which are currently in a 'Pending' status.

Products [Add New](#)

There are one or more required or recommended plugins to install, update or activate. Please contact the administrator of this site for help.
[Dismiss this notice](#)

All (26) | Published (8) | Drafts (3) | Pending (16) | Trash (17) | Sorting

Bulk actions Select a category Filter by product type Filter by stock status Filter

26 items 1 of 2

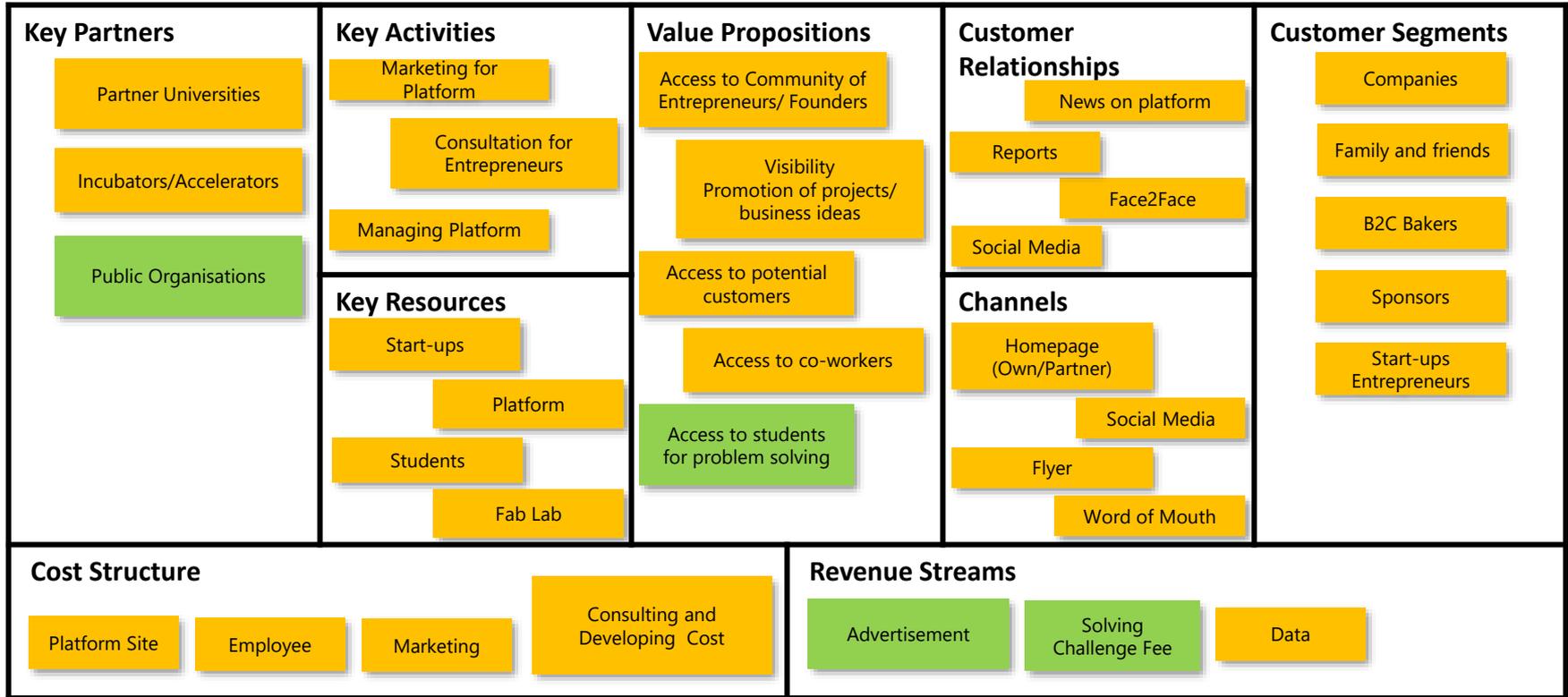
<input type="checkbox"/>	Name	SKU	Price	Categories	Tags	★	Date	Likes	Dislikes
<input type="checkbox"/>	 Food Hutte — Pending	-	-	-	-	☆	Last Modified 2022/09/15 at 10:11 am	0	0
<input type="checkbox"/>	 Jovial Serum — Pending	-	-	-	-	☆	Last Modified 2022/09/15 at 9:58 am	0	0
<input type="checkbox"/>	 (no-name) — Pending	-	-	-	-	☆	Last Modified 2022/09/15 at 9:16 am	0	0
<input type="checkbox"/>	 laundry vai — Pending	-	-	-	-	☆	Last Modified 2022/09/15 at 8:27 am	0	0
<input type="checkbox"/>	 Smartphone 3D Laser Beam Profiler — Pending	-	-	-	-	☆	Last Modified 2022/09/15 at 8:07 am	0	0
<input type="checkbox"/>	 laundry vai — Pending	-	-	-	-	☆	Last Modified 2022/09/15 at 7:05 am	0	0

Purpose: Idea collection, presentation & feedback, user profile, idea ranking (visibility)
Users will push ideas on the platform and provide content

- Step 1: User has to sign in and fill out profile
- Step 2: User can post idea
 - Field 1: Title of idea
 - Field 2: Category (product, service, technology, etc.)
 - Field 3: Summary / Description of Idea / Concept
 - Field 4: Image frame or Video
 - Field 5: Further Description idea, like Business Model, etc. (including HTML links, etc.)
 - Field 6: Submit docs (options PPT, Word, Excel, PDF)
 - Link to social media (Facebook, LinkedIn, etc.)

- **Purpose: Open innovation call / challenge is a specific question to participants by companies/ organization to be solved by the crowd**
- **Inspiration for Entrepreneurs and Start-ups working on real challenges**
- **Platform will pull ideas from the crowd**
- Step 1: Organization (Company or University) post a challenge
- Step 2: Define time frame for solving and reward
 - Field 1: Title of problem
 - Field 2: Category (product, service, technology, etc.)
 - Field 3: Summary / Description of Idea / Concept
 - Field 4: Reward for best solution

- **Purpose: Sensitization, providing users with input and templates**
- Templates: Business Model Canvas, Business Plan, Pitch Desk
- General information about Entrepreneurship and information about crowdsourcing
- Making Appointment for Coaching with one of the 6 Entrepreneurship Centers
- Information about Entrepreneurial Trainings
- Information Future Founders League
- Prototype Maker (Fab Lab at JUST)



How do we attract the stakeholder to get aware of the ecosystem and the benefits?

- University Homepage
- Join network of crowdsourcing forums/ communities
- Entrepreneur's project webpages (involve entrepreneurs into marketing)
- Google Ads, Facebook Ads
- Newsletter, press release, flyer
- Own social media profile: Facebook, LinkedIn, etc.
- Interact on industry forums, co-working and other public events
- Regional networking events, Mini-Conference, Workshops
- Influencer