



'The Good Entrepreneur' is a new business competition launched in June 2009, backed by CNBC and financial services provider Allianz. It aims to find the entrepreneur with the best eco-business concept which is sustainable, responsible and innovative.

Budding entrepreneurs across Europe with a green idea or business plan for a product or service are encouraged to enter online at <http://www.goodentrepreneur.com>. The winner of 'The Good Entrepreneur 2009' will receive a prize package worth more than €250,000, which includes financial support, advertising on CNBC and business support from Allianz. The competition closes on 31 July, with three finalists named in August and 'The Good Entrepreneur 2009' winner announced in November.

Support for entrants on the website will be offered by star business names including Martha Lane Fox, co-founder of Lastminute.com, and Nandan Nilekani, co-chairman and co-founder Infosys. Top business leaders from Allianz, General Electric International, LinkedIn and Microsoft International, alongside a leading professor from the University of Oxford's Smith School of Enterprise and the Environment, will choose three finalists and select the winner.

The TV series will track the progress of the finalists as they receive mentoring and advice from leading entrepreneurs. The series, which will culminate in one of the finalists being announced as the winner, will be broadcast across Europe, the Middle East, Africa and Asia on CNBC in the autumn. The Good Entrepreneur website engages leading business schools, business leaders and entrepreneurial organizations to create a new on-line community that helps entrepreneurs take great 'green' ideas and transform them into solid, responsible business plans.

Targeting entrepreneurs and CEOs, cross-media promotional initiatives range from TV spots across CNBC properties, CNBC.com, print advertising and social networks. A heavyweight direct engagement campaign involving entrepreneur organizations, MBA schools and design institutes was also activated to promote the initiative.

