

The National Taiwan University of Science and Technology's (NTUST) 9th International Innovative Entrepreneurial Competition Regulations

1. Aim

NTUST has held nine consecutive campus innovative entrepreneurial competitions since 2008. The annual event has successfully cultivated many startup teams by spurring new ideas and creativity. On the 20th year anniversary of the NTUST Business Incubation Center's establishment, the 9th Innovative Entrepreneurial Competition will expand its scope by not only recruiting teams outside of NTUST but also opening the competition to startups around the nation. For the finals, talented young entrepreneurs from NTUST's international sister schools and startups from international incubators and accelerators will be invited to participate in an invitational competition. Every team is required to make a presentation in English and will be encouraged to exchange ideas with international teams to spark innovative thought and creativity so that they can expand each other's international horizons.

As the result of mobile internet and digital technology's development and influence on modern society, the main theme of this year's competition will be "Smart Living." It is hoped that teams will find inspiration from daily life and combine a diverse range of resources with interdisciplinary research and technologies in order to create a smarter, easier, and better life. Moreover, competition teams are encouraged to integrate AI technology or utilize the SIGFOX wireless network protocol in their ideas for Internet of Things applications. Participating teams that incorporate these technologies are eligible to receive extra points. Resources will be gathered from a variety of sources for the competition. By utilizing the strength of NTUST research and development, the

competition will integrate the private, public, and education sectors by linking up with government resources and medium and large-sized enterprises. We hope that competition teams will be able to integrate with industry so that their academic knowledge can put to use in entrepreneurial applications. Furthermore, the school hopes that its support will help inject new energy into innovation and entrepreneurship around the nation.

In order to spur entrepreneurial spirit, the top three teams will receive a cash prize and the team who wins the first place in startup group will receive a half year virtual membership to the NTUST Business Incubation Center for free. In order to resolve any issues on their road to success, the winning teams will also be matched with related companies and resources and be provided with consultation based on their stage and their needs. They will be trained to apply for government plans and resources and receive assistance in commercialization and marketing for their technology. This will help the teams realize their entrepreneurial dreams and accelerate their development.

2. Organizer and Sponsors

Advisers:  The Ministry of Education (MOE);  The Ministry of Economic Affairs (MOEA);  Small and Medium Enterprise Administration, Ministry of Economic Affairs (SMEA)

Organizer:  Business Incubation Center, National Taiwan University of Science and Technology

Co-organizer:  NTUST Micro Accelerator

Sponsors:  SYSTEX 精誠資訊  UnaBiz  sigfox  Deloitte 勤業眾信  XSE 向上科技教育基金會

3. Team Composition

This year's competition welcomes college and university students as well as startups that were established within five years in Taiwan to participate and will invite student entrepreneurial teams and startups from overseas to compete.

- (1) Creative Student Group: limited to students and recent graduates from college and university
 - i. Teams are to be made up of two to five people. Teams can be composed of students from different schools. Each person can only be in one team. Each team needs to choose a representative for ease of communication.
 - ii. Teams can have one to two mentors to assist in the competition, but mentors cannot be team members.
 - iii. Teams who have already won, placed in the top three or received an honorable mention at NTUST's entrepreneurial competition cannot reuse their previous entries. If a product or services' innovative features can be clearly explained and be shown to be different from previous work, they will not be subjected to this restriction.
 - iv. Team members cannot be changed after the registration period has ended. If there is a discrepancy between online and written registration information, the written version will be used. If teams are unable to receive competition information, they are responsible for resolving the issue.
- (2) Startup Group: participation is limited to startups that were established and registered within five years and teams that have already set up a preparatory office
 - i. This group is limited to startups that were established and registered within five years and teams that have already set up a preparatory office. Each team is to consist of two to five members. Each member can only join one team and each team needs one representative for ease of communication.
 - ii. Teams can have one to two mentors to assist in the competition, but mentors cannot be team members.
 - iii. Team members cannot be changed after the registration period has ended. If there is a discrepancy between online and written registration information, the written version will be used. If teams are unable to receive competition information, they are responsible for resolving the issue.

4. Reference Material for Inspiration (still being added)

- (1) UnaBiz: <https://www.unabiz.com/>

UnaBiz is the Taiwanese operator for the French company SIGFOX. The SIGFOX network is the world's only low-power wide-area data transmission technology designed specifically for Internet of Things applications. This unified network is currently spread across 47 countries. In today's global network where IoT applications are becoming more and more important, SIGFOX plays a critical role.

- All entrepreneurial teams and startups that register for the competition and choose to use the SIGFOX wireless network protocol will be provided with a number of development and application modules from UnaBiz for the teams' use.
- Unabiz will provide consultation and mentorship for entrepreneurial teams that use SIGFOX for development.

- (2) SYSTEX: <https://tw.systex.com/>

- (3) XSG Foundation: <https://www.xsg-foundation.org/>

5. Important Notes

The important notes below must be read carefully by the competition teams. If there are any conflicts of interests, the competition teams will be responsible for the consequences. The organizer reserves the right to disqualify winners and teams from competition. Objections are not permitted. If there are any questions, please inquire with the contact person before the deadline.

- (1) Teams that have already won invention or innovation prizes or have placed in other competitions are encouraged to sign up. Competition teams that have obtained subsidies outside of NTUST or have ranked in other competitions must make it known in their summary form when they hand in their documents for the initial evaluation.
- (2) The competition plan (including attachments) should contain 30 pages or less.
- (3) Teams that have made it to the finals are not allowed to change their competition subject.
- (4) Each team's concept must be original. Participants cannot plagiarize any concepts, work, images, etc., that have or haven't already been released.
- (5) Each team should pay close attention to each event's schedule and announcements (on the competition website and in emails) as well as complete any related matters promptly.

- (6) Participating teams can apply for an official leave certificate from the organizers.
- (7) Before each team submits their documents for each stage, please make sure all files function properly. If the documents cannot be viewed, the team will be disqualified.
- (8) All documents submitted by the competition teams will not be returned.
- (9) By signing up for the competition, teams acknowledge and agree to abide by the rules and content of the event regulations (including appendix content), as well as the announcements. If there are any matters left unmentioned, the organizer reserves the right to make amendments.

6. Competition Schedule

Competition Stage	Schedule	Important Notes
Registration Period	Now - 10/15/18	Registration period: 4:00 PM Monday, October 15, 2018 (GMT+8) Please complete the online registration before the deadline (website: https://pse.is/A9B7Y). In addition, go to the competition website (http://bic2.ntust.edu.tw) to download the following forms and fill them out. Afterward, send the forms to the contact person's email address: starelle1221@mail.ntust.edu.tw. 1. Team Registration Form (Appendix 1) 2. Team Competition Statement (Appendix 2) 3. Legal Representative Agreement Form (minors are required to fill this out) (Appendix 3)
Orientation Meeting	9/20/18	Orientation Registration Form: https://pse.is/A8GFX A detailed agenda will be announced on the competition website.
Submission Deadline for Initial Evaluation Documents	10/31/18	Document Submission Deadline: 4:00 PM Friday, October 31, 2018 (GMT+8) Download the appendixes on the competition website. After filling in the appropriate documents for submission according to the "Directions for Initial Evaluation Submissions," upload the files to the website (https://pse.is/AJNAU). 1. Business Plan: including a cover (Appendix 4) and summary (Appendix 5), must be uploaded as both DOC and PDF files ※ Not uploading the files before the deadline results in disqualification.
Announcement of Initial Evaluation Results	11/15/18	Initial evaluation results will be announced on the competition website.
Presentation Training	11/24/18	Teams that qualify for the final evaluation stage will receive presentation training and be given a chance to practice.
Submission Deadline for Final Evaluation Documents	12/04/18 12/12/18	After filling in the appropriate documents for submission according to the " Directions for Final Evaluation Submissions, " upload the files to website.

		Document Submission Deadline 1: 4:00 PM Tuesday, December 4, 2018 (GMT+8) 1. The Team's Product/Service Explanation Form (Appendix 6) 2. The Team's Poster file: must be designed by the teams themselves and be uploaded in PDF format (outlines should be created for text) Document Submission Deadline 2: 4:00 PM Wednesday, December 12, 2018 (GMT+8) 1. Revised business plan: must be uploaded in both DOC and PDF formats 2. English Presentation file: must be uploaded in PowerPoint 2003-2007 format ※ Not uploading the files before the deadline results in disqualification.
Final Evaluation and Award Ceremony	12/19/18	Presentations will commence and be followed with Q&A. On the same day as the final evaluation, winners will be announced and be awarded the prizes.

7. Competition Explanation and Important Notes

➤ Competition Registration

- (1) Competition teams must register online (website: <https://pse.is/A9B7Y>) within the deadline. In addition, they must go to the competition website (<http://bic2.ntust.edu.tw>) to download the following forms: the Team Registration Form (Appendix 1), Team Competition Statement (Appendix 2), and Legal Representative Agreement Form for minors (Appendix 3). After the forms are filled out, they must be sent to the contact person's email address: starelle1221@mail.ntust.edu.tw.

➤ Initial Evaluation

- (1) The Business Plan must be submitted during this period. Please follow the "Directions for Initial Evaluation Submissions" document posted on the competition website to finish the Business Plan and upload to the website. (<https://pse.is/AJNAU>)
- (2) Judges will review the hard copies of business plan based on the judging criteria for the competition. They will then convene on a fixed date to vote and select 10 teams

each from the Taiwanese student and startup groups to enter the final evaluation stage. In addition, NTUST will commission overseas sister schools to select six student teams and six startup teams for an invitational competition to compete separately from the Taiwanese teams.

- (3) Initial Evaluation Criteria: The maximum score is 100 points. If necessary, there may be vacant rankings.

To encourage teams to integrate AI technology and use the SIGFOX wireless network for IoT applications in their project ideas, teams who incorporate these technologies in their competition concept will be eligible for extra points.

●**Creative Student Group: limited to students and recent graduates from college and university**

Judging Criteria	Proportion	Criteria Focus
Innovative design concept	40%	♦ Innovative concept, startup value, competitive advantage
Market feasibility	30%	♦ Market value, market potential, market analysis, market strategy
Business model	20%	♦ Niche business model, irreplaceability, intellectual property management
Completeness of the entrepreneurial team	10%	♦ Business vision, entrepreneurial passion, entrepreneurial execution, team complementarity

●**Startup Group: limited to startups that were established and registered within five years and teams that have already set up a preparatory office**

Judgment Criteria	Proportion	Criteria Focus
Product or service's innovativeness and market feasibility	45%	♦ Market value, market potential, market analysis ♦ Product or service's innovativeness (differentiation)
Company strategy and business model	30%	♦ Niche business model, irreplaceability, intellectual property management ♦ Marketing strategy
Entrepreneurial team's professionalism and execution	15%	♦ Business vision, entrepreneurial passion, entrepreneurial execution, team complementarity, professional background
Financial planning and risk management	10%	♦ Capital structure, overall financial assessment, assets and liabilities as well as profit and loss

➤ Final Evaluation

- (1) Teams that qualify for the finals must submit the Team's Product/Service Explanation Form (Appendix 6), the Team's Poster file, revised business plan, and English presentation file before the submission deadline for the final evaluation. A "Directions for Final Evaluation Submissions" document will be sent out after the announcement of the initial evaluation results. Please pay attention to incoming email.
- (2) After the submission deadline, files cannot be changed. On the day of the final evaluations and the award ceremony, the business plan and English presentation file will be presented and evaluated. Each team on that day must present to the judges and answer their questions in English.
- (3) The panel of judges will evaluate the teams based on the competition judging criteria. The top three teams from each of the Taiwanese student and startup groups will be selected and one winner will be chosen from each of the overseas student and startup groups.
- (4) Final Evaluation Criteria: The maximum score is 100 points. If necessary, there may be vacant rankings.

To encourage teams to integrate AI technology and use the SIGFOX wireless network protocol for IoT applications in their project ideas, teams who incorporate these technologies in their competition concept will be eligible for extra points.

●Creative Student Group: limited to students and recent graduates from college and university

Judgment Criteria	Proportion	Criteria Focus
Innovative design concept	30%	♦ Innovative concept, startup value, competitive advantage
Market feasibility	25%	♦ Market value, market potential, market analysis, market strategy, commodification potential
Business model	20%	♦ Niche business model, irreplaceability, intellectual property management
Financial planning	10%	♦ Capital structure, overall financial assessment, assets and liabilities as well as profit and loss

Judgment Criteria	Proportion	Criteria Focus
Presentation skills	10%	♦ Completeness of presentation content, ability to answer questions
Completeness of the entrepreneurial team	5%	♦ Business vision, entrepreneurial passion, entrepreneurial execution, team complementarity

●Startup Group: limited to startups that were established and registered within five years and teams that have already set up a preparatory office

Judgment Criteria	Proportion	Criteria Focus
Product or service's innovativeness and market feasibility	40%	♦ Market value, market potential, market analysis ♦ Product or service's innovativeness (differentiation)
Company strategy and business model	25%	♦ Niche business model, irreplaceability, intellectual property management ♦ Marketing strategy
Financial planning and risk management	20%	♦ Capital structure, overall financial assessment, assets and liabilities as well as profit and loss
Presentation skills	10%	♦ Presentation content, ability to answer questions
Entrepreneurial team's professionalism and execution	5%	♦ Business vision, entrepreneurial passion, entrepreneurial execution, team complementarity, professional background

8. Competition Rank and Award Regulations

- (1) The winning teams will be awarded a trophy, and team members and mentors will each receive a prize certificate.
- (2) According to Category 8, Article 14 of the Individual Income Tax Act of the Republic of China, winners that reside in the ROC and receive prize money exceeding 20,000 NTD will have 10% of the winnings withheld; however, winnings will not be deducted if withholding tax is less than 2,000 NTD. Winners that reside overseas will have 20% of their prize money withheld without exception.
- (3) Prizes are awarded based on the decisions made at the selection committee meeting. If necessary, rankings may be vacant.
- (4) Those who do not follow the regulations during the entirety of the event will be disqualified from the competition and be ineligible to receive a prize.

(5) The prizes will be distributed as follows:

●**Creative Student Group: limited to students and recent graduates from college and university**

First Place	50,000 NTD (one winner)
Second Place	30,000 NTD (one winner)
Third Place	10,000 NTD (one winner)
Special Company Award	Consultation for entering the global SIGFOX market (multiple winners)

●**Startup Group: limited to startups that were established and registered within five years and teams that have already set up a preparatory office**

※If the team who wins the first place in startup group registers for the BIC's virtual incubation program before December 20th, 2019, they can receive a half-year membership for free and discounts for entrepreneurial consultation.

First Place	30,000 NTD (one winner)
Second Place	20,000 NTD (one winner)
Third Place	10,000 NTD (one winner)
Special Company Award	Consultation for entering the global SIGFOX market (multiple winners)

●**Special Overseas Award**

Six student teams and six startup teams from overseas will be invited to compete against other international teams in their group. A special overseas award will be given to one winning team from each of the two groups.

※Winning student teams and startups that establish a company within a year in Taiwan and register for the Business Incubation Center's virtual incubation program before December 20th, 2019 can receive a half-year membership for free and discounts for entrepreneurial consultation.

※Unabiz will also grant special company awards for each of the two above-mentioned groups and will provide consultation for entering the global SIGFOX market.

9. Contact Person



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