PolyU innovation & entrepreneurship global student challenge

Sparkling idea!

11 – 17 June 2011
www.polyu.edu.hk/polyuchallenge
Unleash your potential in this global business plan competition for secondary and university students. Show us how innovative and entrepreneurial you can be and make use of a unique opportunity for a stimulating exchange of ideas, knowledge and skills with your fellow international competitors. Short-listed teams will be invited to Hong Kong for the Semi-Final and Final rounds of the competition and this may be a once in a life time opportunity to turn your sparkling ideas into reality!

About the Challenge

The challenge is:

- A business plan competition for creative individuals with business flair.
- A unique platform for international academic, cultural and professional exchanges.
- An opportunity to turn your ideas into innovative products or services.

You can join if you are:

- A full-time university undergraduate.
- A senior secondary school student.

It is a unique opportunity to:

- Explore your innovative and entrepreneurial potential.
- Obtain exposure to the real business world.
- Expand your professional and social network.
- Develop your portfolio.

Entry and Submission

To enter the challenge, you will need to:

- Have a brilliant business idea about a product or service, which may include but not limited to one of the sub-themes: Health & Wellness, Lifestyle, Environment & Sustainability.
- Form your team – Each team should consist of three students in the Secondary School Division and three to four students in the University Division. A mentor is compulsory for the Secondary School Division and optional for the University Division. You are welcome to form a ‘joint team’ with members from another secondary school or university.
- Obtain your signed authorization form from your school/university.
- Complete your registration online on or before 31 May 2010.
- Prepare and submit your business plan on or before 1 December 2010.

Your submission needs to include:

- A 3-page executive summary of your business plan
- A business plan with a maximum of: 20 pages for Secondary School Division 25 pages for University Division

Your business plan should be:

- Innovative and creative
- Technologically feasible
- Financially viable
- Clear in its organizational and management structure

Please take note that:

- Only one team will be represented by each school or university.
- As participants, you are automatically bound by the agreement in granting PolyU the right to reproduce, disclose or use the submitted materials for its publicity, marketing and other internal purposes.
- Your submission must be original. Your team will be disqualified if there is any evidence of copyright infringement or plagiarism.
- Your submission must be in English.
Judging criteria and process

Renowned entrepreneurs, business executives, school principals, professors and venture capitalists from Hong Kong and overseas will form the judging panel for the competition. You will be assessed based on your business plan submission and presentation performance at the Semi-Final and Final rounds of the competition in Hong Kong.

Summary of key areas of assessment:

<table>
<thead>
<tr>
<th>Content of your business plan</th>
<th>Secondary School Division</th>
<th>University Division</th>
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</thead>
<tbody>
<tr>
<td>1. Innovation and Creativity</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>2. Technical Soundness</td>
<td>30%</td>
<td>30%</td>
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<tr>
<td>3. Organizational Plan &amp; Management Structure</td>
<td>20%</td>
<td>20%</td>
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<tr>
<td>4. Projection of Financial Performance</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Presentation</td>
<td>15%</td>
<td>15%</td>
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<tr>
<td>5. Delivery</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>6. Time Management</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>7. Q &amp; A Session</td>
<td>5%</td>
<td>5%</td>
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<td>8. Paper assessment</td>
<td>10%</td>
<td>10%</td>
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All submissions will undergo a paper based assessment. Thirty teams from each division will be short-listed for the Semi-Final and Final rounds of the competition in Hong Kong. A round-trip economy ticket and accommodation will be provided for a maximum of three members from each of the short-listed team for the Hong Kong visit. Mentors who accompany short-listed teams to Hong Kong will need to pay for their own expenses.

From the Semi-Final, six teams from each division will be selected to enter the Final. All short-listed teams are expected to deliver a formal presentation for the judging panel in the Semi-Final and Final stages respectively.

Awards & Prizes

Gold, Silver, Bronze, Commendation and Theme awards will be allocated for each division. All winning teams will be presented with a trophy and cash prizes (where applicable) and each individual team member will receive a certificate.

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<tr>
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<th>Secondary School Division</th>
<th>University Division</th>
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<tbody>
<tr>
<td>Gold</td>
<td>US$ 3,000</td>
<td>US$ 5,000</td>
</tr>
<tr>
<td>Silver</td>
<td>US$ 2,000</td>
<td>US$ 3,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>US$ 1,000</td>
<td>US$ 1,500</td>
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<tr>
<td>Theme Awards</td>
<td>US$ 1,500</td>
<td>US$ 2,000</td>
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Key Dates

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>31 May 2010</td>
<td>Closing date for team registration</td>
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<tr>
<td>1 December 2010</td>
<td>Last chance to submit your business plan</td>
</tr>
<tr>
<td>15 March 2011</td>
<td>Announcement of finalist teams</td>
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<tr>
<td>11 - 17 June 2011</td>
<td>Final competition at PolyU, Hong Kong</td>
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</table>
Training and Support

To help you succeed, we have:

- Reference materials on our website to help you develop your business plan.
- Face-to-face workshops arranged for short-listed teams in Hong Kong.
- A dedicated group on Facebook where you can share, discuss and network with your fellow competitors.

In our 2009 Challenge, we had more than 180 teams from 21 countries around the world participating, from regions/countries such as:

- Greater China: Chinese mainland, Hong Kong, Macau, Taiwan.
- Asia Pacific: Australia, Brunei Darussalam, India, Indonesia, Korea, Malaysia, Singapore, Thailand, Vietnam.
- Europe: Bulgaria, Denmark, Finland, France, Germany, The Netherlands, Norway, Sweden, UK.
- North America: Canada, US.

Start brainstorming now and don’t miss this valuable opportunity to widen your horizons and explore your potentials!

Visit us at www.polyu.edu.hk/polyuchallenge for more information.

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