

# The 2nd New Southbound Innovation and Entrepreneurship Competition

## General Regulation

### Purpose

Establish a platform for intercollegiate interactions between NCKU and new southbound universities, and cultivate and incubate students' fundamental skills in innovation and entrepreneurship.

### Sponsor and Organizer

Sponsor: Ministry of Education

Organizer: National Cheng Kung University

### Competition Topic and Theme

The competition is open to submission with topic and theme related to innovation and entrepreneurship in any field.

### About the Competition

#### 1. Eligibility

University students from Vietnam, Thailand, Malaysia, and Taiwan are welcomed to registered as an interdisciplinary group. Each team is recommended to comprise of three (3) to five (5) members, and an advisor.

#### 2. Judging Rules and Criteria

- (1) The judging process will take place in two stages: preliminary selection and final competition.
- (2) Preliminary selection: Preliminary judging will be performed by a panel of judges of scholar and experts from related fields. A total of twelve (12) teams shall be selected for the final round.
- (3) Final competition will take place online for two consecutive days. On the second day, finalist teams will deliver a 12-minute online presentation before the judges followed by an 8-minute Q&A session.
- (4) Judging Criteria:

	Item	Criteria	Percentage
1	Proposal Completion	1. Proposal content and conception 2. Background research and understanding in related industry	20%
2	Research Potential	Innovation, applicability, practicability, and feasibility	30%
3	Team Execution	Group execution and research ability	20%

4	Budget Planning	A specific budget planning	10%
5	Anticipated Benefits	1. The potential and value of applying innovation and entrepreneurship 2. Supporting measure for securing resources to initiate academia-industry collaboration	20%

### 3. Competition results

Top three (3) finalist teams from the final round will be announced online on the second day at 4 p.m.

### 4. Awards and Prizes

(1) Preliminary round: Teams selected into the final round shall receive a bonus of 300 USD.

(2) Final round:

- Gold Award: 1000 USD
- Silver Award: 500 USD
- Bronze Award: 300 USD

*\*In accordance with Taiwan tax law, the prize money above will be released after the deduction of taxes and swift handling fees.*

### 5.Registration and Submission Requirements

(1) Submission deadline Nov. 6<sup>th</sup>, 2020: Complete Online Registration with the provided URL: (<https://reurl.cc/Q3exe0>) and, for the preliminary round, upload a one-page start-up Concept Note (please refer to appendix 1).

(2) List of finalist teams for the final round will be announced on Nov.13<sup>th</sup>, 2020 (Fri.). (Three (3) teams from each country; twelve (12) in total). The final round will be held from Dec. 3<sup>rd</sup> to Dec. 4<sup>th</sup>, 2020.

(3) Teams qualified for the final round shall submit a full proposal (in English PowerPoint with a maximum of 20 slides, format and content structure not limited). The proposal should include team information, conception of the product/service, target customer and market, operation model, team introduction etc. Please email the proposal to [judyhsin@mail.ncku.edu.tw](mailto:judyhsin@mail.ncku.edu.tw) by Nov. 27<sup>th</sup>, 2020 (Fri.).

### Competition Schedule

Competition Phase	Important dates	Remarks
Event announcement	Oct. 6 <sup>th</sup> , 2020	
Online registration	Due by Nov. 6 <sup>th</sup> , 2020	1. Complete Online Registration (URL: <a href="https://reurl.cc/Q3exe0">https://reurl.cc/Q3exe0</a> ). 2. Upload a one-page Concept Note (Appendix 1).
Announcement of finalist teams	Nov.13 <sup>th</sup> , 2020	Announcement of teams qualified for the final round (Three (3) teams from each country; twelve (12) teams in total).
Proposal submission for the final round	Nov. 27 <sup>th</sup> , 2020	1. Upload a innovation and entrepreneurship proposal (in the form of English PowerPoint presentation

		with less than 20 slides, format and content structure not limited). 2. The proposal should include team introduction, the concept of the product/service, target customer and market and business model etc. 3. Email your proposal to <a href="mailto:judyhsin@mail.ncku.edu.tw">judyhsin@mail.ncku.edu.tw</a>
Final round	Dec. 3 <sup>rd</sup> to 4 <sup>th</sup> , 2020	The finalist teams shall attend related courses on Dec. 3 <sup>rd</sup> , 2020 (Thurs.). Each team will then deliver a 12-minute pitch followed by an 8-minute Q&A session on Dec. 4 <sup>th</sup> , 2020 (Fri.) Full participation by all members is compulsory.
Announcement of Winners	Dec. 4 <sup>th</sup> , 2020, 4 p.m.	Announcement of top three (3) finalist teams.

### Contact Person

Judy Hsin, [judyhsin@mail.ncku.edu.tw](mailto:judyhsin@mail.ncku.edu.tw)

### Competition Guidelines

- (1) Due to COVID-19, the registration and competition will be held online. No registration fee is required,
- (2) Make sure to create your own work. The use of others' work violates intellectual property rights and is strictly prohibited. Violation of this rule shall result in disqualification from the competition. If the work is claimed to be plagiarized by the original author, the organizer reserves the right to recover all winnings. Contestants shall bear all associated legal responsibilities.
- (3) The name on the award certificates will be based on your registration information. Contact the organizer immediately for any typographical error on the provided information.
- (4) The organizer reserves the right to revise, modify, supplement the guidelines, and cancel the competition.
- (5) Upon entry into the competition, contestants agree and will respect the judging criteria and shall not have any objection to the results.
- (6) The winning teams shall designate a member as the recipient for the prizes. The award money is subject to 20% tax which will be deducted in advance by NCKU in accordance with Taiwan *Income Tax Act* Subparagraph 7, Paragraph 1 of Article 2 and Category 8, Paragraph 1 of Article 14. Award money for non-residents shall be released under other regulations.
- (7) Full participation is mandatory for teams selected into the final round. Teams that fail to comply shall be denied of entry bonus.
- (8) By entering the competition, contestants agree and accept the terms and regulations of the competition. The organizer reserves the right to explain, revise, modify the terms and condition (including those that are not mentioned in this General Regulation), or cancel the competition.

## **The 2nd New Southbound Innovation and Entrepreneurship Competition One- Page Startup Concept Note**

Country /School	
Team name	
Topic & Theme	
Concept Note	