

Chung Yuan Christian University 3rd “You May Change the Future” Starting Up Competition Prospectus

A. Objective

“You May Change the Future” integrates entrepreneurship courses, entrepreneurship competitions, entrepreneurship mentors, international resources, and venture capital into a complete competition process. Your team can learn the necessary skills of entrepreneurship in the courses, put your ideas into practice and produce your own innovative product. Under the mentors’ guidance and resources supporting to make your entrepreneurship dream come true!

B. Organizer

Adviser: Ministry of Education (Higher Education Sprout Project)

Organizer: Innovation and Entrepreneurship Center, Chung Yuan Christian University

Strategic Partners: Get-Set-Goal (Hong Kong), Xushi Foundation, Pacytechservice, SmartCapital

Co-Organizer: R&D Promotion Center, Chung Yuan Christian University

C. Competition Categories

1. Intelligence Technology Group: Information technology, artificial intelligence, big data, Internet of Things, software development, smart machinery, and virtual reality
 2. Social Practice Group: Social enterprise, local care, community development, sustainable environment, cultural preservation, rural regeneration, and other social practice issues
 3. Industry Innovation Group: talent cultivation, social media marketing, cultural creativity, food safety, long-term care, health care, recycling economy, and other industrial innovation issues
- ◆ The organizer reserves the right to adjust each team’s competition category.

D. Qualifications

1. There should be at least two people in a team, one of which should be a university or college student of Taiwan. Non-CYCU students can also team up a group.
2. Students should register as a team, and each student can only join one team.
3. Teams should have the ability to implement their products and they have not yet established any company.
4. Each team can only select one competition category. Registering for two teams is not allowed.

5. Plagiarism is strictly forbidden. Violation to this regulation will result in the disqualification of their team from the championship.

E. Competition Schedule

Date	Schedule	Note
2020/10/28(Wed.)12:10-13:00	Competition Orientation	Online Registration (Provide lunch box for those who register for the orientation) Place : Room 105, Chen Chih Hall
2020/11/28 (Sat.)10:00-15:00	Workshop: Business Model and Fundraising Videos	This will be a bonus point. You may document it into your learning History sheet (see Appendix 5).
2020/11/29(Sun.)23:59	Registration deadline	Online Registration (Please login your Google account first)
2020/12/23(Wed.)	First Stage: Semifinalist Announcement	Semifinalist will be announced on the official website. The application is under document review, so there is no need to appear.
2021/1/8(Fri.) 17:30-20:00	Entrepreneur Business Plan	1. Counted in participation 2. Students should write a 300-word reflection in the learning history sheet (see Appendix 5).
2021/1/30(Sat.)23:59	Semi-Finals Document Deadline	Send it via E-mail
2021/3/3(Wed.)	Second Stage: Semi-Finals	The agenda will be further announced. Place: Innovation Pilot Center for Theory in Practice
2021/3/5(Fri.)	Announcing Semi-Final shortlist	See the official website
2021/3/18(Thu.) 17:30-20:00	Market verification	1. Counted in participation 2. Students should write a 300-word reflection in the learning history sheet (see Appendix 5).
2021/3/30(Tue.) 17:30-20:00	Innovative Marketing & Financial Statement Writing	2. Students should write a 300-word reflection in the learning history sheet (see Appendix 5).
2021/4/10(Sat.)23:59	Submission deadline of the finals	Online Registration (Please login your Google account first)
2021/4/28(Wed.)	Third Stage: Final/ Awards ceremony	The agenda will be further announced. Place: 2F, Dickson Lee Hall, CYCU (Tsong-Cho Chang Memorial Hall)

※Due to the Covid-19 pandemic, the format of the final and courses is entitled to a few minor adjustments. The announcement will be posted on the official website, and the candidates will be notified by email.

F. Registration and Submission

1. Preliminary: Submitting the documents (Online registration)

[Due at 23:59 on Sunday, November 29th, 2020]

- (1) Registration form in WORD file (see Appendix 1)
- (2) Competition Affidavit Letter in PDF or JPG file (see Appendix 2)
- (3) Business Concept in PDF file (at least 5 pages not including the front cover page, back cover page and table of content; see Appendix 3)
- (4) Learning History Sheet in WORD or PDF file (see Appendix 5)

2. The semi-finals documents (Send it via E-mail)

[Due at 23:59 on Saturday, January 30th, 2021]

- (1) Revising Business Concept (see Appendix 3)
- (2) 1-page PPT slide (aspect ratios 16:9; PDF file; resolution higher than 300dpi)
- (3) Learning History Sheet in WORD or PDF file (see Appendix 5)

3. The final submission documents (Send it via E-mail)

[Due at 23:59 on Saturday, April 10th, 2021]

- (1) Business Plan (at least 10 pages not including the front cover page, back cover page and table of content; see Appendix 4)
- (2) PowerPoint slides in PDF file
- (3) Learning History Sheet in WORD or PDF file (see Appendix 5)

G. Prize

Stages	Prize
Semi-finals	10 advanced teams of each category will get NTD5,000 and an electronic certificate.
Finals	<ul style="list-style-type: none">✧ The first place of each category will get NTD 100,000 and an electronic certificate.✧ The second place of each category will get NTD 50,000 and an electronic certificate.✧ The third place of each category will get NTD 20,000 and an electronic certificate.✧ The honorable mention of each category will get NTD 5,000 and an electronic certificate.

- ❖ **The prize of semifinal will be given on the day of final. Not attending the final will be considered as retired and required to return all of the bonus.**
- ❖ To be environmentally friendly, the electronic file of certificate of merit will be sent to team e-mail. The hard copy will be charge NTD 100 per sheet if needed.

- ❖ The prizes are decided by the jury committee. The ranking could be vacancy or tie.
- ❖ Entrepreneurial matchmaking opportunities: provide financial or operational management advice, coach the team to form a company and assist to raise money from angel investor.
- ❖ The competition prize will be collected by the representative of the team and issued according to the administrative procedure of Chung Yuan Christian University. It will take about one month to appropriate bonus, please be patient. The recipients need to have a bank account in Taiwan to receive the bonus. The winning bonus over 20,000 will be subject to the advance income tax withheld according to the following rules:
 1. If the recipient is an individual who resides in the territory of the Republic of China or has a fixed place of business in the territory of the Republic of China, he shall be deducted 10% of the total amount paid.
 2. The recipient is not an individual who resides in the territory of the Republic of China, or a profit-making business that has no fixed place of business in the Republic of China, and is deducted 20% of the total amount paid.

H. Marking methods

1. First Section - Application documents
 - (1) The organizer will review each team's application documents. Team members do not need to attend. Please wait for the semifinal announcement.
2. Second Section - Semifinal
 - (1) On the semifinal day, the slides will be played by staffers.
 - (2) Each team will explain their business plan to the jury for 3 minutes. After the explanation, the jury will conduct a 2-minute Q&A session.
3. Third Section - Finals
 - (1) The final format is a live demonstration, with a presentation on the content of the "Innovation and Entrepreneurship Plan". Each team has a 6-minute briefing and 6-minute Q&A session.
 - (2) Exhibiting product prototype will be counted in the time limit.
4. Marking criteria

Preliminary Report

Items	Percent	Description
Business Concept	100%	Innovative ideas, management teams, product content and business development feasibility, etc.
Learning History Sheet	bonus	Join a workshop, Startup CEO Program

Semi-finals

Items	Percent	Description
The Revised Business Concept Plan	50%	Innovative ideas, management teams, product content and business development feasibility, etc.
Presentation Skills	20%	stage manners, oral expression, time control and Q&A etc.
Participation	20%	Number of class attendance, number of consulting, team performance in the class, Learning History Sheet
Presentation	10%	1-page PPT slide (both pictures and texts, font size no smaller than 20, formatting)

Finals

Items	Percent	Description
Expected profitability	20%	Profit model, short/medium/long-term resource strategy planning, break-even point setting
Proactive Market	20%	Market survey, target audience, product pricing
Implementation	20%	Prototype completeness, technology and experience of product
Business Planning	20%	Innovative ideas, management teams, product or service, market analysis, marketing strategies, financial planning or business models feasibility, etc.
Participation	20%	Number of class attendance, number of consulting, team performance in the class

I. Notice

1. The competition provides entrepreneurship-related training courses and an entrepreneurial mentor group system. This is to accurately grasp the training status of each team and will be handled in conjunction with the scoring criteria. The explanation is as follows:
 - (1) At least one member of the promoted team should participate in the entire entrepreneurial competition training course. This will be included in the participation score.
 - (2) The promoted team should fill in the learning history sheet. This will be included in the participation score.
2. The application for member change is limited to one time
 - (1) Application deadline: before April 10th, 2021
 - (2) Requisite for application
 - At least one team member should be the original one after the changes.
 - At least one member of the team should be a university or college student in Taiwan.

- The team members after the change are generally responsible for the rights and obligations of the project.
 - The organizer reserves the right to accept or refuse the application.
3. The organizer reserves the right to modify or change the contents of the prospectus, subject to the actual announcement.

J. Contact Person

Nina Lin (Miss), Innovation and Entrepreneurship Center

Tel: 03-2651812

Line ID for consultation: @pgu3467i

Official Website: <https://cyie.cycu.edu.tw/>

Registration link for competition orientation: <https://reurl.cc/D6d6AE>

Registration link for competition: <https://reurl.cc/61E2o5>

Chung Yuan Christian University 3rd ‘You May Change the Future’ Starting Up Competition Registration Form

Team name					
Categories	<input type="checkbox"/> Intelligence Technology Group <input type="checkbox"/> Social Practice Group <input type="checkbox"/> Industry Innovation Group				
Member number	Name	School / Department / Unit	Student ID (leave this column blank if none)	Phone number	E-mail
1 (Contact person)					
2					
3					
4					
5					

- Each team fills out one registration form. Each column should be filled in. Please add new rows if necessary.

Chung Yuan Christian University 3rd ‘You May Change the Future’ Starting Up Competition

Affidavit Letter

Team _____ participated in the “Chung Yuan Christian University 3rd ‘You May Change the Future’ Starting Up Competition” organized by Innovation and Entrepreneurship Center of Chung Yuan Christian University (hereinafter referred to as “the organizer”), and agreed to abide by the provisions of this activity. Also agree and guarantee the following items:

1. Individuals or team entries must be created by themselves. If they are reported by others and have concrete facts, they will be disqualified and have to return the prizes and bonus.
2. If the entry has infringed or damaged other third party's goodwill, the organizer has the right to disqualify their qualification, and the contestants must bear all legal responsibilities.
3. If the content of the entry involves pornographic, violence, defamatory, violations of public order and good customs, or concealment of the eligibility criteria, the organizer has the right to disqualify the contestants' qualification, and the contestants must bear all legal responsibilities.
4. If the entry infringed people's rights, or involve intellectual property rights, they shall be responsible for all legal responsibilities.
5. During the competition, the entries must be ensured that the intellectual property rights are owned by the contestants, and the rights should not be given to others or other units. If it happens, the qualifications will be cancelled and the prizes and rewards will be recovered.
6. In order to respect the copyright, if the contestants use non-original materials, please indicate the source of the materials used in the competition consent form, including pictures (indicating the disc image publisher, gallery copyright owner, photographer, publisher, etc.), music (specify lyricists, songwriters, arrangers, singers, song titles and record labels) and other related materials.
7. If the organizer finds that the entry has violated the requirements listed in the rules of the competition, it may cancel the qualification. If it is a winning work, contestants must recover the awards and rewards that have been awarded and announced. If it caused third party's equity loss, the contestants shall bear all legal responsibilities and have no right object.
8. The team agreed to cooperate during the competition with:
 - (1) Follow-up of project effectiveness: Provide relevant explanations and materials such as product demo or trial operation experience.
 - (2) Assist in promoting innovation and entrepreneurship: share the entrepreneurial process and achievements in the form of words, audio and video, and photos.
 - (3) Tracking the effectiveness of talent development: Cooperate with this project to provide team development and member entrepreneurial career trends.
 - (4) Participate in relevant inheritance activities: For the Chung Yuan Christian University and the organizers to use for free, for the publication, display, publicity, sharing and other activities of various achievements.

9. The team has studied the competition brief and fully understood the rules and mechanisms of the competition. And willing to fully comply with and comply with the various regulations listed in the competition.
10. All applicants have already studied and fully understood the requirements and terms of the competition, and are willing to fully comply with the requirements and terms of the competition. If there are any unsettled matters or irresistible factors, the organizer reserves the right to change the content according to the laws of the Republic of China.

Sincerely,

Organizer: Innovation and Entrepreneurship Center of Chung Yuan Christian University

Signature of the whole team: _____

Year 2020 Month Day

Chung Yuan Christian University 3rd ‘You May Change the Future’ Starting Up Competition Business Concept

Team name : ○○○

Competition categories : ○○○

Coach : ○○○ (leave this column blank if none)

Main products : ○○○ (limited to 15 words)

Member Name : Department ○○ Grade ○○

Unit ○○

Writing Instructions

1. Please complete Business Concept as a team.
2. The content has to include the concept of innovation and entrepreneurship. The number of preliminary report page has to be at least 5 pages (excluding the cover, back cover and table of contents).
3. Please list the name of business, the industrial category, and the team members on the cover.
4. The texts of The Concept Plan of Innovation and Entrepreneurship is required to write in Chinese (Standard Kai Font) or English (Times New Roman). The font size is 12 characters and the line spacing should not be greater than 1.5 lines. Please set layout boundary by standard.

Example of the Business Concept

Chapter 1, The origin and concept of your business

Chapter 2, Management Team and Organizational Structure

Chapter 3, Product and Service Content

Chapter 4, Commercial Development Feasibility (Market Hypothesis, Expected Benefits)

Chapter 5, Appendixes and References

Chung Yuan Christian University 3rd 'You May Change the Future' Starting Up Competition Business Plan

Team name : ○○○

Competition categories : ○○○

Coach : ○○○ (leave this column blank if none)

Main products : ○○○ (limited to 15 words)

Member Name : Department○○ Grade○○○

Unit○○○

Writing Instructions

1. Please complete Business Concept as a team.
2. The content has to include the concept of innovation and entrepreneurship. The number of preliminary report page has to be at least 5 pages (excluding the cover, back cover and table of contents).
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Example of Business Plan

Chapter 1, The Origin and Concept

Chapter 2, Product and Service Content

- I. Product and Service Content
- II. Operation Model/Business Model
- III. Revenue model

Chapter 3, Market and Competition Analysis

- I. Market Characteristics and Scale
- II. Target Market
- III. Analysis of Competitors and Competitive Strategy

Chapter 4, Marketing Strategy

- I. Target Consumer
- II. Marketing Strategy

Chapter 5, Financial Plan

- I. Estimated Income Statement
- II. Estimated Balance Sheet

Chapter 6, Conclusions and Future Prospects

I. Conclusion of the Business Plan

II. Benefit Description

III. Potential Risks

Chapter 7, Appendixes and References

Chung Yuan Christian University 3rd ‘You May Change the Future’ Starting Up Competition Learning History Sheet

Team name			
Categories	<input type="checkbox"/> Intelligence Technology Group <input type="checkbox"/> Social Practice Group <input type="checkbox"/> Industry Innovation Group		
Number	Date Y/M/D	Consulting Contents At least 300 words, please make it as a list	Teacher/ Coach/ Counselor
1		1. Reflection of the participation in the workshop 2. Counseling record 3. other planning (Startup CEO Program, Ustart plan, EC-SOS platform)	
2			
3			
4			
5			
6			
7			
8			

(Please add new rows if necessary.)