



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

*Sparkling!
ideas!*



PolyU innovation & entrepreneurship global student challenge

22-28 June 2013

PolyU innovation & entrepreneurship global student challenge

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 stimulating exchange of ideas, knowledge and skills with your fellow international competitors. Shortlisted teams will be invited to Hong Kong for the Semi-Final and Final rounds of the competition and this maybe 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.
- (as of 22-28 June 2013)

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.

The Challenge consists of two Divisions:

- Secondary School Division.
- University Division (for undergraduates only).

Entry and Submission

To enter the challenge, you will need to:

- Have a brilliant business idea about a product or service, which must be under one of the sub-themes: **Health & Wellness, Lifestyle, Environment & Sustainability or Corporate Social Responsibility/Social Enterprise.**
- Form your team - Each team should consist of three students plus one mentor (compulsory) in the Secondary School Division and three to four students in the University Division. You are welcome to create a 'joint team' with members from other secondary schools or universities.
- Obtain authorization from your school / university acknowledging that you are representing your home institution (Authorization form available on our website).
- Submit all requested information online and complete your registration on or before 31 October 2012.
- Submit your executive summary and business plan online on or before 1 December 2012.

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

Judging Criteria

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 submission and presentation performance at the Semi-Final and Final rounds of the competition in Hong Kong.

Summary of the key areas of assessment:

Content of your business plan	75%
1. Innovation and Creativity	30%
2. Technical Soundness	20%
3. Organizational Plan & Management Structure	10%
4. Projection of Financial Performance	15%
Presentation at Semi-Final / Final rounds	25%
5. Delivery	10%
6. Time Management	5%
7. Q & A Session	10%

All submissions will undergo a paper based assessment. Thirty teams from each division will be shortlisted 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 shortlisted team for the Hong Kong visit.

From the Semi-Final, six teams from each division will be selected to enter the Final.

All shortlisted teams are expected to deliver a formal presentation to 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 and each individual team member will receive a certificate.

	Secondary Division	University Division
Gold	USD 3,000	USD 5,000
Silver	USD 2,000	USD 3,000
Bronze	USD 1,000	USD 1,500
Commendation	USD 500	USD 1,000
Theme Award	USD 1,000	USD 1,500

Key Dates

Registration commences	Closing date for online registration	Last chance to submit executive summary & business plan	Announcement of 30 shortlisted teams in each division	Additional documents submission by shortlisted teams	Semi-Final & Final competitions at PolyU, Hong Kong
1 January 2012	31 October 2012	1 December 2012	15 March 2013	1-30 April 2013	22-28 June 2013

Terms and Conditions

- Only one team will be nominated by each school or university.
- Each participant can only enter once in each Challenge.
- It is a compulsory requirement for each Secondary School Division team to have a mentor who must be full time employee of the representing school/college. The mentor will be required to accompany the team to/from Hong Kong at their own expenses and act as guardian of the team during the visit.
- All submissions must be original and team(s) will be disqualified if there is any evidence of copyright infringements or plagiarism.
- All submissions must be in English.
- All teams 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.
- All teams are abide by the entry criteria and terms & conditions as listed on the website.

Reference Materials 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 shortlisted teams in Hong Kong.
- A dedicated group on Facebook where you can share, discuss and network with your fellow competitors.

In our 2011 Challenge, we had 191 teams from 27 regions/countries such as:

- Greater China - Chinese mainland, Hong Kong, Taiwan.
- Africa - Kenya, Nigeria.
- Asia Pacific - Australia, Bangladesh, Brunei Darussalam, India, Indonesia, Japan, Kingdom of Bahrain, Korea, Malaysia, Pakistan, Philippines, Singapore, Thailand, Vietnam.
- Europe - Germany, Macedonia, The Netherlands, Norway, Sweden, UK.
- North America - Canada, US.

**Start brain storming now and don't miss
this valuable opportunity to widen your horizons
and explore your potentials !**

www.polyu.edu.hk/polyuchallenge

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