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UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Bank of China Trophy One Million Dollar Macao Regional Entrepreneurship Competition Competition Regulation

Objective:

The Competition aims to provide an opportunity for students to create and evaluate their new business and to prepare them to start their future career in entrepreneurship.

Target:

The Competition is open to all current tertiary students of Macao higher education institutes and Macao residents studying in higher education institutes overseas.

Awards:

The Competition is sponsored by Bank of China Macau Branch. Cash awards of the Macao Regional Competition are listed below. The final 3 teams will have the right to join the Final Competition to win RMB 1 million and access the funding platform with financial support up to 50 million.

First Place	MOP50,000
Second Place	MOP30,000
Third Place	MOP10,000
Best Trade Show Award	MOP5,000
Best Elevator Pitch Award	MOP5,000

Schedule:

Date*	Activity
8 Nov 2017	Deadline of Application & Submission of Executive Summary
1 Dec 2017	Announcement of 1 st Round Result
18 / 19 Dec 2017	Entrepreneurship Training Workshop
15 Jan 2018	Submission Deadline of Short Business Plan & Materials of Trade Show
24 Jan 2018	Trade Show & Elevator Pitch
31 Jan 2018	Announcement of 2 nd Round Result Mentor Meet-up
2 Apr 2018	Submission Deadline of Full Business Proposal
18 Apr 2018	Business Plan Presentation Award Dinner

*The University of Macau reserves the right to change the dates due to unexpected circumstances and will update applicants if the need arises.



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Judging Process:

Judging Panel

The Judging Panel will be composed of entrepreneurs, investors and academics invited by the University.

Judging Assessment

There will be 4 rounds of assessment:

Round 1 Assessment: Executive Summary

- ◆ Participating teams are required to submit a 2-page executive summary to present their business together with the application of the competition.
- ◆ The core assessment will focus on the innovativeness, feasibility and viability of the proposed product/ service.
- ◆ 24 teams will be selected and they are required to attend an entrepreneurship training workshop.

Round 2 Assessment: Short Business Plan, Trade Show & Elevator Pitch

➤ Short Business Plan

- ◆ Selected teams are required to submit a short business plan (8-10 PowerPoint slides) after attending the training workshop.
- ◆ The core assessment will focus on the value proposition of the product/ services.
- ◆ 12 finalist teams will be selected to join the next round of assessment. A mentor will be assigned for each team.

➤ Trade Show

- ◆ The Trade Show is a half-day event.
- ◆ It is open to UM community, public, venture capitalists, investors and angels and each participant can vote for their favorable team on site. The total scoring of this part will contribute 20% of the Round 2 Assessment.
- ◆ A booth will be allocated to each finalist team to display its business proposals.



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➤ Elevator Pitch

- ◆ The Elevator Pitch will take place during the Trade Show.
- ◆ Each team is required to make a 90-second presentation in front of the judging panel.
- ◆ Winner of Elevator Pitch will be decided based on scores given by the judging panel.

Round 3 Assessment: Business Plan Presentation

- ◆ The 12 finalist teams are required to submit a full business proposal (15-20 PowerPoint slides), which should explain the practicability of the plan execution and fundability potential.
- ◆ Teams will be divided into 2 groups with 6 teams in each group.
- ◆ Each team will conduct a 15-minute presentation in Chinese followed by up to 12 minutes of Q&A and 3 minutes of feed-back by the judging panel of 3 judges. It is not compulsory for all team members to speak in the presentation, but the whole team should be there for the Q&A section, the judging panel would ask questions to specific members of the team as per their role and expertise.
- ◆ The top 6 scoring teams from each group will enter the Final Round Presentation.

Final Round

- ◆ 6 finalist teams will make the final presentations. The format will be the same as the Business Plan Presentation. It is not compulsory for all team members to speak in the presentation but the whole team should be there for Q&A.



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Registration Method:

Eligibility:

- ◆ The team is NOT required to be a business registered company. The team can be an early stage company that had established no more than 3 years. The company can be at inventor stage or seed stage where there is an idea, a concept, or even a product, but little or no income has been generated yet.
- ◆ Companies that have received prior investment of more than RMB10,000,000, or ventures that have been in establishment/ operation for more than 3 years, are NOT allowed to join the Competition.
- ◆ Winning teams of One Million Dollar Entrepreneurship Competition from all regions are NOT eligible to join the Competition.

Formation of team:

- ◆ The size of each team must be between 2 to 5 members, among which at least 1 member or above should be
 - 1) Current tertiary students of Macao higher education institutes; or
 - 2) Macao residents studying in higher education institutes overseas.
- ◆ All team members must be registered members of the team. Changes of team members are not allowed after Round 2 submission.
- ◆ Each team must have at least 1 member with at least 20% ownership in the proposed company. The equity of the company should not be changed during the Competition.
- ◆ A team leader should be identified for each team, who will be point-of-contact with the Competition organizer.
- ◆ Each participant can only join up to 1 team. And each team can only join 1 regional competition which is closest to their place of study. The team will be disqualified from the entire competition if repeated registration is found.



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Registration Detail:

- ◆ Registration is open from now on until 8 November 2017.
- ◆ Please fill in the e-form and submit a 2-page Executive Summary for application. Here is the application link: <http://bit.ly/2hAdO35>
- ◆ Team name has to be the same as company name and it is not allowed to be changed during the competition.
- ◆ Each team is ONLY permitted to submit 1 Executive Summary for Round 1 Assessment.
- ◆ There will not be a limit on the topics for submission, however, we encourage applicants to focus on the technology and innovation driven business. The topics can be related to nanotechnology, information technology, renewable energy, environment, healthcare, financial services, logistics and social enterprise, etc.
- ◆ All the materials should be submitted online. Hard copies will be accepted.
- ◆ All the materials should be written in Chinese. Entries must be the original work of entrants.
- ◆ 12 shortlisted teams entering Round 3 are required to join the Final Round of regional competition, as well as the activities of Grand Final.
- ◆ Organizer reserves the right to verify the team's company information.

Writing Guideline:

Round 1 Assessment: Executive Summary (2-page in PDF format)

1. Please state the team name, name of team leader and team composition. Please use the product/ service as file name.
2. It is a summary of the entire business plan which should provide information on **feasibility and viability** of the proposed product/ service.
3. The focus should be on the innovativeness of the proposed product, service or business model.
4. It should introduce your business and product, and highlight its strengths.
5. It should be written in single space in A4 size. Please use 12-point 新細明體 and insert page number. The size of file should not exceed 4M.
6. Additional pages, cover page, appendices are not allowed and will result in disqualification.
7. Below are some suggested contents for reference:
 - ◆ Mission Statement - it explains what your business is all about; what problem



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you are trying to solve and how. It should be explained in a few sentences.

- ◆ Company Information - it covers the date of your business establishment, the names of founders and their roles, as well as number of existing employees.
- ◆ Products/ Services - briefly introduce your products or services and provide proof on its feasibility and viability. We will not accept any technology or innovation that is violating the physical law or assuming the product is produced based on a technology only can be realized by imagination.
- ◆ Potential Market – it explains why there is a need in your target market and how your business satisfies their needs.
- ◆ Summary of your company's future plans.

Round 2 Assessment: Short Business Plan (8-10 PowerPoint slides in PDF format)

The short business plan should be condensed and to explain the **value proposition** of your product/service. Below are some suggested contents for reference:

1. Brief outlines such as name of your business, description of your product/ service.
2. Summarize the problem or opportunity that you have identified in the market and address how your product or service address the problem.
3. Plan to expand your target market with a brief analysis of the current and potential competitors. Who are the first and second adopters of your product/service? What is the market size?
4. Competitive advantage by explaining how the product/service differs from other offerings.
5. Briefly summarize the team competence which makes your business plan happens.



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Round 3 Assessment: Full Business Proposal (15-20 PowerPoint slides in PDF format)

The full business plan is an extension of the short business plan and the finalist teams can revise the contents of their short business plan to make it more in-depth. It should explain the practicability of the **plan execution** and **fundability potential**. Below are some suggested contents for reference:

1. Brief business outlines such as business names, and a description of the product or service the company intends to provide.
2. Product development plan.
3. General pricing plan for the products or services.
4. Target markets.
5. Marketing strategies to attract customer base, distribution plan, sales channel.
6. Main competition to the company.
7. Startup budget: budget plan and projected cash flow.
8. Exit Strategy

Enquiries:

For any enquiries, please contact the Career Development Centre of Student Affairs Office, University of Macau.

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