



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

Wing Lung Bank International Institute
for Business Development (IIBD)
永隆銀行國際商貿研究所



IIBD New Business Venture Competition 2007

2007國際創業計劃比賽

Enquiries:

IIBD Secretariat

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1. **Introduction**

The New Business Venture Competition is designed to provide an integrative learning experience for participating students to develop new business ventures and to prepare them for opportunities in entrepreneurship sometime during their careers. Members of the venture community, including successful entrepreneurs, venture capitalists, and other professionals and professors from academic institutions were invited to evaluate and judge the business plans. Evaluation was based upon the likelihood of the plans to become an actual viable business. Factors such as creativity, innovation, strategy, technological advancement and a reasonable financial analysis were assessed in the business plans. On 5 October 2007, up to five finalist teams were invited to Hong Kong to make a formal presentation to the panel of judges to compete for the Gold, Silver and Bronze awards, as well as the Best Presenter and Best Written Business Plan awards. The competition has certainly strengthened the links among IIBD member and non-member universities and the local business community.

2. **Theme**

The team should propose a new business created in at least one of the IIBD member university's countries, and the new business should be launched outside its own territory where the team comes from.*

Three types of new business ideas may be considered by the participating teams:

- ◆ Business ideas that provide customers with an existing product/service not available in their market;
- ◆ Business that involves new or relatively new technology, providing customers with a new product/service;
- ◆ New business that provides customers with an improved product by offering new benefits to them.

** Please refer to Appendix A for the list of territories where the new business should be created.*

3. **Eligibility**

All full-time business students from IIBD member and non-member universities are eligible. Each participating team must consist of 2 – 4 members, with not more than one graduate student. Students of the same team must come from the same institution at the time of application, each team should be supervised by a Faculty Supervisor. The hosting institution will be eligible to have one team in the final round of the Competition.

4. **Timeline of the Competition**

15 April 2007	Deadline for Application
15 June 2007	Deadline for Submission of Business Plan of the Proposed New Business Venture by Semi-finalist Teams (one team from each university)
1 August 2007	Finalists Chosen by Organising Committee and Notified
3 September 2007	Final Written Business Plan for Panel Judges
5 October 2007	Oral Presentations in Hong Kong

5. **Panel of Judges**

Professors from academic institutions and professionals from the business sector will be invited by the Organizing Committee to form the Panel of Judges to evaluate the Business Plans and Oral Presentations.

6. **Financial Support for Finalists**

Finalists from overseas will receive hotel and meal allowance in Hong Kong from 4 – 7 October 2007. The finalist team from the hosting institution will receive the same amount of subsidy.

7. Awards

- a) Gold Prize: HK\$5,000 and Trophy
- b) Silver Prize: HK\$3,000 and Trophy
- c) Bronze Prize: HK\$2,000 and Trophy
- d) Best Presenter: HK\$1,000 and Trophy
- e) Best Written Business Plan: HK\$1,000 and Trophy

8. Rules and Submission Requirement

- a) Each team may submit only one business plan to the competition.
- b) ONE team of semi-finalist will be chosen from EACH institution by their faculties.
- c) The competition is for NEW, independent ventures in the start-up or early stage. Generally excluded are the following: acquisitions, expansions of existing companies, tax shelters and franchises.
- d) The competition is primarily for student-created, managed and owned ventures. In other words, students may play a major role in conceiving the venture, to have key management roles and to own significant equity.
- e) The business plan must be the original work of members of the team and must not be published or have received award from any other event or competition.
- f) The team should be supervised by a faculty member.
- g) The organizer reserves the right to change the rule of the competition.

9. Guidelines and Evaluation Criteria for the Written Business Plan

- a) The Business Plan must be written in English and limited to 30 (typed and double-spaced, #12 font, and 1"-1"-1"-1" margins) pages of text, including the executive summary and summary financial data. Detailed spreadsheets and appropriate appendices should follow the text portion of the plan but will be limited to 10 pages. In total, the plan should not be longer than 40 pages.
- b) Financial data should include a 3-5 year summary of cash flow projections, pro-forma income statements, and balance sheets. The team may include an explanation of the offering to investors indicating how much money is required and how it will be used.
- c) Appendices should be included only when they support the findings, statements and observations in the plan. Because of the number of teams in the competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (30 pages) must contain all pertinent information in a clear and concise manner.
- d) The Written Business Plan should compose of the following:
 - i. Vision for the proposed venture
 - ii. Viability and sustainability of the proposed venture
 - iii. Market opportunity and distinctive competence
 - iv. Financial viability
 - v. Management capability

Please refer to Appendix B for the Evaluation Criteria.

10. Guidelines and Evaluation Criteria for the Oral Presentation

The finalist teams will present their business plans orally in English on 5 October 2007. Each member of the team must participate in the formal presentation of the plan. Each team will have twenty minutes to present formally its plan. Each presentation will be followed by a fifteen-minute question-and-answer session with questions being asked by the panel of judges, who will have received copies of your written business plan in the weeks prior to the presentation.

The Oral Presentation emphasize on clarity and persuasiveness. *Please refer to Appendices C & D for the Evaluation Criteria.*

Territories where the new business should be created and launched:

- ◆ Australia
- ◆ Canada
- ◆ Hong Kong SAR
- ◆ Mainland China
- ◆ Sweden
- ◆ Thailand
- ◆ The Netherlands
- ◆ The Philippines
- ◆ UK
- ◆ USA

IIBD Member Universities:

- | | |
|-----------------|--------------------------------------|
| Australia | ◆ Swinburne University of Technology |
| | ◆ University of Western Sydney |
| Canada | ◆ Simon Fraser University |
| China | ◆ Hong Kong Baptist University |
| | ◆ Shanghai Jiao Tong University |
| | ◆ Tsinghua University |
| | ◆ Zhongshan University |
| Sweden | ◆ Lund University |
| | ◆ Stockholm University |
| Thailand | ◆ Assumption University |
| The Netherlands | ◆ Universiteit van Amsterdam |
| The Philippines | ◆ Ateneo de Manila University |
| UK | ◆ University of Leeds |
| | ◆ University of Strathclyde |
| USA | ◆ Baylor University |
| | ◆ Mercer University |
| | ◆ Ohio University |
| | ◆ Pace University |

**IIBD New Business Venture Competition 2007
Judge's Evaluation Score Sheet**

Company: _____

Written Business Plan (30%)

Please evaluate the written business plan on the following aspects:

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

	Excellent							Very Poor
1. Executive Summary (10%) (Clear, exciting and effective as a stand-alone overview of the plan)	1	2	3	4	5	6	7	
2. Products or Services (25%) (Description, features and benefits, pricing, current stage of development, proprietary position)	1	2	3	4	5	6	7	
3. Market and Marketing Strategy (25%) (Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion)	1	2	3	4	5	6	7	
4. Management (15%) (Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure)	1	2	3	4	5	6	7	
5. Summary Financials (15%) (Presented in summary form, easy to read and understand, consistent with plan and effective)	1	2	3	4	5	6	7	
6. Overall Assessment of Written Plan (10%) (Is the plan clear and compelling?)	1	2	3	4	5	6	7	

Strengths of the Written Business Plan

Areas for Improvement

**IIBD New Business Venture Competition 2007
Judge's Evaluation Score Sheet**

Company: _____

Oral Presentation (30%)

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

1. Formal Presentation (50%)	Excellent							Very Poor
a. Materials presented in clear, logical and/or sequential form.	1	2	3	4	5	6	7	
b. Ability to relate need for the company with meaningful examples, and practical applications.	1	2	3	4	5	6	7	
c. Ability to maintain judges' interest.	1	2	3	4	5	6	7	
d. Quality of Visual Aids.	1	2	3	4	5	6	7	
2. Questions and Answers (50%)								
a. Ability to understand judges' inquiries.	1	2	3	4	5	6	7	
b. Appropriately respond to judges' inquiries with substantive answers.	1	2	3	4	5	6	7	
c. Use of time allocated (minimal redundancy).	1	2	3	4	5	6	7	
d. Poise and confidence (think effectively on their feet).	1	2	3	4	5	6	7	
Best Presenter of the team:	Excellent							Very Poor
_____	Score:	1	2	3	4	5	6	7

Strengths of Presentation

Areas for Potential Improvement

**IIBD New Business Venture Competition 2007
Judge's Evaluation Score Sheet**

Company: _____

Viability of New Business (40%)

(Using this rating system: 1 = excellent, 2 = very good, 3 = good, 4 = adequate, 5 = fair, 6 = poor, 7 = very poor.)

1. Market Opportunity (15%) (There is a clear market need presented as well as a way to take advantage of that need.)	Excellent							Very Poor
	1	2	3	4	5	6	7	
2. Market Research (15%) (This team has done a thorough research on the new market.)	1	2	3	4	5	6	7	
3. Distinctive Competence (20%) (The company provides something novel/unique/special that gives it a competitive advantage in its market.)	1	2	3	4	5	6	7	
4. Creativity (15%)	1	2	3	4	5	6	7	
5. Management Capability (15%) (This team can effectively develop this company and handle the risks associated with the venture.)	1	2	3	4	5	6	7	
6. Financial Understanding (10%) (This team has a solid understanding of the financial requirements of the business.)	1	2	3	4	5	6	7	
7. Overall Viability of Business (10%) (The business represents a real investment opportunity in which you would consider investing.)	1	2	3	4	5	6	7	

Company Strengths

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Areas for Potential Improvement

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Additional Comments

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Application Form

IIBD New Business Venture Competition 2007

Please fill in the following information and return by **15 April 2007** to the IIBD Secretariat (iibd@hkbu.edu.hk).

Name of Project: _____

Institution: _____

Faculty Supervisor

Name (English): _____

Department: _____

Email Address: _____ Tel. No.: _____

Address: _____

Team Leader

Name (English): _____

Email Address: _____ Tel. No.: _____

Address: _____

Year: _____ Major: _____

Team Member 1

Name (English): _____

Email Address: _____ Tel. No.: _____

Address: _____

Year: _____ Major: _____

Team Member 2

Name (English): _____

Email Address: _____ Tel. No.: _____

Address: _____

Year: _____ Major: _____

Team Member 3

Name (English): _____

Email Address: _____ Tel. No.: _____

Address: _____

Year: _____ Major: _____