

The Competition of Entrepreneurship for Sustainability (2016)

1. About the CES

The Competition of Entrepreneurship for Sustainability (CES), is a learning-oriented competition which combines sustainability and entrepreneurship. The competition attracts participants from different universities in Taiwan and calls for teams of students with strong leadership potential to establish ambitious new business entities. During the competition, these teams will receive instructions and advices from their assigned mentor panels which consist of professional experts from business as well as professors from renowned universities. The winner teams will have the chance to join a field trip to visit the most sustainable companies in Europe, to exchange professional knowledge in management with the most leading industries and business leaders in the world. The winner teams will also benefit from interacting with the policy makers, non-profit business organizations and advocacy groups in Europe about how to walk the talk on sustainability. The CES has gradually become an international collaborative platform of sustainability in MBA that integrates supporting resources from industry, government, NGOs and academia.

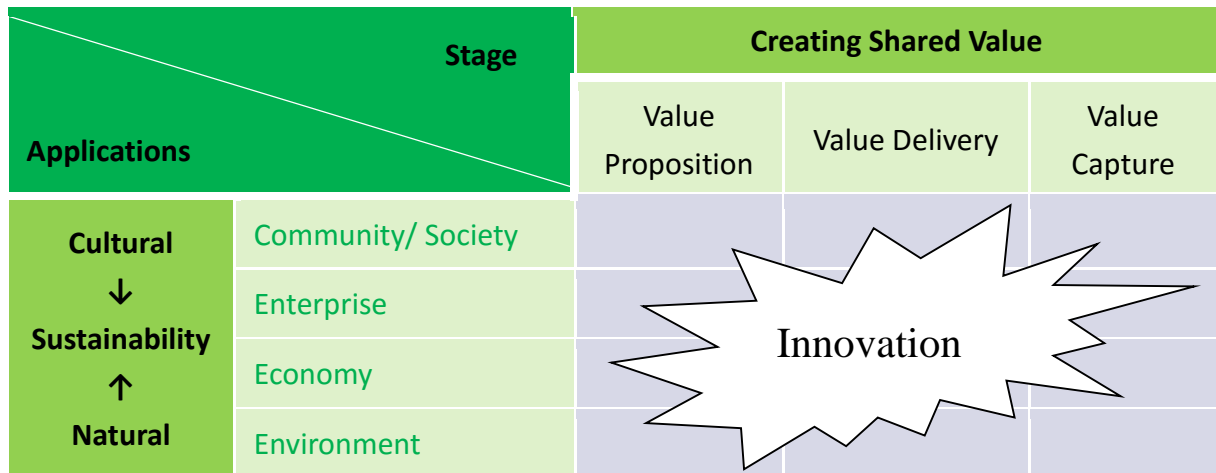
This competition will not only stimulate the innovation of future leaders for business ventures, but also lay a solid foundation for integrating global megatrends and sustainability into Taiwan's future global competitive advantage. The environmental protection in the twentieth century was driven by command-and-control. However, the corporate sustainability in the twenty-first century will be inspired and driven by market mechanism. In light of the global business competition, sustainability is the license to operate, to win and to make profit.

2. Visions and Goals

Our vision: to provide future professional leaders with the opportunity to develop global views, teamwork skills, execution skills, creativity, responsibility and visionary leadership for integrating sustainability into business development.

Our goal: by leveraging the professional experts from business and industry, the participants with diverse backgrounds will be coached how to make a difference in their business plans. During the competition, we will cultivate the participants' creativity and entrepreneurship abilities for a purpose of creating a shared value for all by shaping a sustainable business.

3. The Matrix Of Entrepreneurship and Sustainability



4. Organizations

4.1 Chief Organizer

National Chengchi University

4.2 Executive Team

MBA Program, National Chengchi University

4.3 Cooperative Organizers

Business Council for Sustainable Development (BCSD-Taiwan)

Taiwan Corporate Sustainability Forum (TCSF)

NPO-EMBA Project Office, NCCU

Sinyi School, NCCU

4.4 Sponsors

TBA

5. General rules

5.1 Eligibility

5.1.1 Each team must comprise at least four but no more than five members. There is no restriction as to nationality or department of team members, except that half of the group members or more should be full-time / part-time MBA students. The rest of the members may be non-MBA students. Judges or mentors for the upcoming Training Workshop, however, are excluded from participation.

5.1.2 One leader must be selected from each team to keep close contact with the chief organizer. This leader must be a current full-time MBA student.

5.1.3 To fulfill registration requirements, all materials must be submitted on

time. Otherwise, eligibility for competition will be canceled immediately after the deadline.

- 5.1.4 For the judges' reference, disclosure is required of any business plan that has obtained any sponsorship, secured capital, or won any other awards in other competitions. If the business plan was produced in the course of an actual business venture, or has been implemented in any way, the candidates concerned will be excluded from this competition.
- 5.1.5 All business plans must be the students' own original creation and work. All plagiarism of any other disclosed or non-disclosed works, concepts or ideas is strictly prohibited. Any business plan that contains plagiarism, or has been assisted by a sixth person will cause the candidates concerned to be excluded from the competition.
- 5.1.6 Business plans must not be for a commercialized product or service in the market.
- 5.1.7 The copyright of the business plan belongs to each team, and the business plan will only be exhibited by the chief organizer. Each team is fully legally responsible for any disputes, legal or otherwise, to which its business plan gives rise.

5.2 Competition timetable

Assignments	Deadline and Submission	Remarks
Orientation	- Oct.23 (Sun.)	<ul style="list-style-type: none"> • Orientations for schools nationwide.
Registration and Submission	Oct.23 (Sun.)	<ul style="list-style-type: none"> • Each team must complete on-line registration by Oct. 23. • Submission of the team's name and members' personal information. • Submission of one-page abstract in both English and Chinese.
Announcement of Qualified Teams	Oct.25 (Tue.)	
Submission of Business Plans for Preliminary Round	Nov.7 (Mon.)	<ul style="list-style-type: none"> • Submission of draft business plans (within 20 pages) for consulting meeting with mentors.
Training Workshop I	Nov.20 (Sat.)	<ul style="list-style-type: none"> • Promoted teams MUST participate in entire workshop.

		<ul style="list-style-type: none"> Time, venue and details will be announced on the website.
Online Submission of Business Plan Documents	Nov.28 (Mon.)	<ul style="list-style-type: none"> Online submission of business plan documents in either Word or PDF format.
Review of Business Plans for Semi-final Round.	Nov.30 – Dec.10	
Announcement of Finalists	Dec.12 (Mon.)	<ul style="list-style-type: none"> Announcement on the website.
Training Workshop II	Dec.17 (Sat.)	<ul style="list-style-type: none"> Promoted teams MUST participate in entire workshop. Time, venue and details will be announced on the website.
Online Submission of Business Plans for Final Round	2017 Feb.2 (Thur.)	<ul style="list-style-type: none"> Submission of final business plans (in 1.Word and 2.Power Point formats). Submission of one-page abstract in both English and Chinese.
Final round	2017 Feb.18 (Sat.)	<ul style="list-style-type: none"> Each team will have 15 minutes to present, followed by a 10-15 minute Q&A session. Each team must also print out hard copies of the Power Point slides (two slides on each page), and prepare twelve copies for each judge.
Award Ceremony	2017 Feb.18 (Sat.)	<ul style="list-style-type: none">
Overseas Visit	Apr., 2017	<ul style="list-style-type: none"> TBA
Overseas Visit Presentation	May, 2017	<ul style="list-style-type: none"> TBA

5.3 Evaluation criteria

The theme of the business plan is “**sustainability of entrepreneurship / decarbonization**”, which comprises “venture,” “innovation,” “sustainability,” and “localization.” It can also cover the issues of “social responsibility” and “environmental protection.” Each team is expected to design a new set of proposals that can be implemented in the real world.

Priority	Evaluation considerations	Grading ratio
1.	Innovation, exclusiveness, and value.	30%
2.	The completeness of the sustainability of the enterprises.	25%

3.	Market analysis.	20%
4.	Workability.	15%
5.	Leadership and attitude to teamwork.	10%
Total		100%

5.4 Official rules for each round of competition

5.4.1 Rules for the first round

- A. The first round is used to examine the team's eligibility to participate in the competition.
- B. Competing teams will need to turn in an executive summary of their business plan. The executive summary should be written in both English and Chinese (one page for each). It should include the following elements: ①. Topic or title ②. Background. ③. Core products or services. ④ Business models, and ⑤. The market niche (Briefly describe why it is a business case, e.g. competitiveness and financial assessment, etc.)
- C. The organizers will review whether or not the concept of the plan is in line with the theme and spirit of the competition.
- D. In the interest of fairness, competing teams may not swap or change registration information (neither team nor individual application forms) after they are turned in. Please check the registration information and related documents thoroughly before registering.
- E. Teams are not allowed to change their project topic or title after uploading the first draft.

5.4.2 Rules for the second round

- A. The evaluation will be via the paper format.
- B. Executive summary is in both English and Chinese. One page is for each.
- C. Business plans must be submitted on A4 paper, using a font size from 12 to 14. They must be bound, use computer typesetting and contain at most 20 pages in addition to one page for the cover sheet.
- D. See Article 5.3 for evaluation criteria. The perfect score is 100 points.
- E. In accordance with the decisions of the panel of judges, the results of the second round will be ranked in order of total points awarded. All teams will be categorized as either “selected” or “not selected.” Those categorized as “selected” will enter the semi-final round.
- F. The selected teams will be notified via e-mail and announced on the website.

- G. The selected teams will receive a certificate of eligibility to enter the semi-final round.

5.4.3 Rules for the semi-final and final rounds

Rules for the semi-final round

- A. In the semi-final round, all the team members must be on the scene in person. No replacements are allowed. The use of any replacements will result in disqualification of the entire team.
- B. All teams and team members must register with a valid student ID card (copies will not be accepted) at the designated time. After registration, a time will be designated for each team to present its business plan. Any team that fails to complete this process of registration on time will be considered to have surrendered its right to participation.
- C. In the interest of fairness, prior to the presentation, no replacement, or revision of business plan, background information or agreements will be allowed. All materials will be deemed to be final at the time of submission.
- D. All teams must upload their Powerpoint files by the designated time, and all Powerpoint presentations should be written in English.
- E. Each team has five minutes for the oral presentation, and 15 minutes for Q&A with the judging panel. The entire presentation should be carried out in English. The number of presenters is not limited, and teamwork performance will be taken into account in scoring.
- F. All the presentations must be finished within five minutes. Time-keeping staff will remind the presenters by ringing the bell once on the passing of the third and fourth minute. On the passing of the fifth minute, the bell will be rung twice, whereupon presenters must cease the presentation immediately. Time management is one of the evaluation criteria.
- G. Each team must print out hard copies of the Powerpoint slides (two slides on one page), and prepare 12 copies. The slides should consist with the PPT file uploaded on Feb. 2, 2017.
- H. On the scene of the final round, a PC (with Microsoft XP and Office 2007 installed) and a laser pointer will be offered by the organizers. Prior to the presentation, each team will be allowed to test and adjust the setting of the hardware, but not allowed to modify the PPT file.
- I. See the evaluation criteria. 100 points is the maximum score.
- J. The drawing of lots will decide the order of presentations on the day of

the competition.

- K. Each team will enter the auditorium in accordance with the results of the drawing of lots. Teams that have finished presenting or are waiting to present, must stand by or rest in a designated location. At such times, only verbal discussion among teammates will be allowed. No further contact or communication and no internet-equipped devices will be allowed.
- L. On the morning of Feb.18, 2017 (Sat.) the semi-final round will take place. Four teams will be selected to enter the final round, which will take place in the afternoon.

5.4.4 Rules for the final round

- A. Each team will have 15 minutes for the oral presentation, and 15 minutes for Q&A with the panel of judges. The entire presentation will be carried out in English.
- B. During the final round, only the judges, press, staff, teams eliminated from the semi-final round, and faculty from other universities will be permitted to be present.
- C. Before and after the presentations, proper applause for encouragement will be permitted. During presentations, however, all noise, counter questions, applause, and any other disturbances will be strictly forbidden. If necessary, the panel of judges and staff will be entitled to exercise the right to take measures to maintain order. Should they do so, no protest or objection from the presenting team will be entertained.
- D. For details concerning prizes, see “Awards”. Anyone absent from the award ceremony will be deemed to have forfeited any award.
- E. Any suggestions to improve this competition will be warmly welcomed by the organizers. Any team that considers its rights to have been violated during the competition will be welcome to express its reasonable opinions.
- F. Staff will be pleased to receive reasonable complaints about poorly-formulated rules or inadequate arrangements, and will convey such complaints to the panel of judges.
- G. Full results will be circulated via e-mail and announced on the website.

6. Awards

6.1 Prizes

The winner of the final round will be determined in accordance with the points

awarded by the judges. The organizers will also invite governmental officials, successful entrepreneurs, managers of companies, renowned domestic and international scholars, and the panel of judges to share the honor of announcing winners and presenting awards.

(1) Prizes for the final round

■ Sustainability Award: For one team only, an award certificate and full subsidy for the overseas visit (maximum 120,000 NTD per person).

■ Innovation for Tomorrow Award: For one team only, an award certificate and full subsidy for the overseas visit (maximum 120,000 NTD per person).

(2) Prizes for particular categories:

All the teams in the final round will be evaluated in accordance with specific considerations. Further details and prizes will be announced on the website.

Award for Outstanding Business Plan (優質營運計畫獎)

Award for Outstanding Investment Objective (優質投資標的獎)

Award for Outstanding Sustainable Mindset (優質永續思維獎)

Award for Outstanding Creativity (優質創意獎)

NOTE: If necessary, the panel of judges may decide not to make an award, declaring the prize or prizes instead to be vacant. The organizers reserve the right to make any necessary adjustment of the rules.

7. Registration and Materials Submission

7.1 Registration process

Please refer to the news on the website and Article 5.2.

8. ■ Workshop I -

All the entrants are required to participate in the Training Workshop in Taipei (Chengchi University). Further details and schedule will be announced on the website.

■ Workshop II -

All promoted teams and their members must participate in the entire one-day Training Workshop in Taipei (Chengchi University). Details will be announced on the website in due course.

9. Rights, obligations and related information

9.1 Declaration concerning participation

9.1.1 The organizer reserves the right to make any necessary adjustment to the rules of this competition. The most recent announcement on the website will be considered to be the most up-to-date and valid information. All registered teams and their members will be subject to all the rules, announcements and results of the competition. The organizers reserve the right to disqualify any contestant found to be in breach of these regulations, and to reclaim any award made to any such contestant.

9.1.2 All teams must guarantee that their business plan and presentation content do not violate intellectual property laws. If the facts show a violation of a regulation, contestants may be disqualified and the team and/or team member concerned will be fully legally responsible for their actions.

9.1.3 The intellectual property used during this competition (materials, information, briefings, BP, slides...etc.) belongs to the original teams and creators. They, however, must grant rights of usage to National Chengchi University without charge. National Chengchi University must also guarantee that any such usage will be strictly educational in nature, and not commercial or for profit.

9.1.4 The full participation of each team must be guaranteed until the event ends or the team is eliminated.

9.2 Rights, obligations and relevant information for all team members.

9.2.1 Team members are allowed to quit during the competition. For current

students, the recognition of school credit is based on the domestic policies of each partner university.

- 9.2.2 The team which wins the Sustainable Development Award and Sustainable Innovation Award may participate in the overseas visit in April, 2017, with full subsidy. The amount of such subsidy will be decided by the actual overseas visit schedule but will not exceed NTD120,000. No winner who surrenders their prize will receive anything in return.
- 9.2.3 Those participating in the overseas visit are required to fully participate in the pre-travel courses, to turn in a report regarding the trip, and to give a presentation in a public learning by sharing event after the visit. A deposit of NTD 20,000 is required to be made before the trip. The deposit will be returned upon completion of the obligations mentioned above.