

**2023 National Taiwan
Normal University
Fifth Annual Startup Arena

Competition Guidelines**

June 1, 2023

1、Main Goal of the Event

This competition aims to cultivate students' abilities to start their own businesses and encourage them to come up with business plans as a team, to learn across disciplines and utilize their talents, applying their knowledge and theories on executing startups creatively. With consultations from expert instructors in industries and judges, the event hopes that all contestants will gain fruitful knowledge of entrepreneurship.

2、Organizers

Supervisors: Ministry of Education

Organizers: Innovation and Incubation Center of National Taiwan Normal University, Startup Master Program in College of Technology and Engineering

Associate Organizations: CTCI Foundation

3、Schedule and Items

Stage	Dates	Notice
Stage One Registration for the first round	Registration ends on 2023/8/1 (Tue) 5:00PM	Please visit https://forms.gle/rNwRNUPXbPGioXGg8 to sign up by filling the online form and uploading the 6 documents. Late submissions will not be accepted.
Announcement of the finalists	2023/8/14 (Mon)	1.The list of finalists will be posted on the website of the Incubation Center (http://www.acad.ntnu.edu.tw/) and the Facebook page of the Startup Master Program (https://zh- tw.facebook.com/ntnustartup/) ° 2.The finalist teams should provide their entry work introductions to be displayed outside the venue during the finals.
Stage Two Finalist Info	Upload period ends on 2023/9/8 (Fri) 12:00PM	Please send the electronic copies of finalist business plans and oral presentation to ntnu.ustart@gmail.com °

Finals & Awards Ceremony	Domestic Group: 2023/9/15 (Fri)	The finals will be in the form of oral presentations and questions from the judges; details of the event (time, venue, and such) will be announced later.
	International Group: 2023/9/16 (Sat)	※ The organizers reserve the right to make changes online or in physical venues.

4 、 Eligibility

1. Competing teams are made up of two to five people in principle. Current university students (including bachelor, master, and doctoral) and graduates of the last two academic years (current academic year and the previous one, ie.2021 and 2022) can form teams, regardless of department, grade year and field, and can form teams across departments and schools. Each person can only join one team.
2. Each team must appoint a representative as the liaison.
3. An advisor is not a requirement for registration. Each team can only have one advisor, who will not be counted as a team member.
4. Topics or contents that have been part of international or inter-collegial competitions and won the first three places will not be able to participate in this competition.
5. Teams that have accepted startup consultations from other governmental or private organizations (such as Small Business Innovation Research (SBIR), U-Start Plan for Innovation and Entrepreneurship, etc), or have applied to set up a company cannot join this competition.

5 ․ Categories

- 1.This competition has two categories: domestic and international, each has two sets of questions, fixed questions and free questions.
2. The teams that sign up for the international group must provide English electronic versions of sign-up forms and presentation and present entirely in English during the finals.
- 3.Domestic students can also sign up for the international group.

Question Type	Description
Fixed Question	This year’s topic is focused on tea culture. We encourage contestants to continue the culture of teas from new perspectives, introduce the diversity of teas to the public and inspire a love and exploration for tea culture, and incorporating them into everyday lives. We expect the contestants to pitch ideas that can boost the exploration of tea culture and innovative tourism marketing, bring new life to tea culture.
Free Question	Not limited to any industry type, including but not limited to: manufacture technology, innovative service, cultural creativity education, and social enterprise.

6 ․ Participation Regulations

1. Competition Rules: This event will be conducted in two stages, divided into the first stage of preliminary examination (document examination) and the second stage of the final round (business operation plan, oral presentation, and judges’ Q&A); those who pass the first stage can proceed to the finals.
2. First Stage Sign-Up:
 - (1) Participating teams are required to register online and upload relevant attachments, including the competition registration form (Attachment 1), team basic information (Attachment 2), personal data consent form (Attachment 3), team commitment letter (Attachment 4), authorization consent form (Attachment 5), and first stage review presentation (Attachment 6). After confirming the accuracy of the information, please upload the files before 2023/8/1 5:00 PM (Tue) at <https://forms.gle/rNwRNUPXbPGioXGg8> . Late submissions will not be accepted. Attachments 1 to 5 should be combined into a single file named “5th Startup Arena_Registration Info_Team Name”, and Attachment 6 should be named “5th Startup

Arena_Business Plan_Team Name.”

- (2) The list of finalists will be posted on 2023/8/14 (Mon) on the website of the Innovation and Incubation Center (<http://www.acad.ntnu.edu.tw/6news/news.php?class=1101&class2=160>) and the Facebook page of the Startup Master Program (<https://zh-tw.facebook.com/ntnustartup/>) °

3. Second Stage Finals:

- (1) Finalist information submission deadline: The finalist teams should send the electronic copies of business plans and oral presentation (up to twenty pages) to ntnu.ustart@gmail.com before 2023/9/8(Wed) 12:00 PM, titled “Fifth Startup Arena_Finalist Info_Team Name”.
- (2) Team members should bring their identification (student ID/enrollment letter/certificate of graduation) for organizers’ examination.
- (3) Two or more team members must participate on the day of the finals.

7、 Selection Process

1. Preliminary selection:

The selection will be based on written documents; the judges will be composed of industry experts and scholars; ten to twenty teams will be chosen for the finals.

Criteria	Items	Percentage
Innovation	clear and creative ideals	20%
Market Analysis	market analysis and demand suitability	30%
Business Strategy	marketing strategy, operation modes, market potential	30%
Completion	completion and clarity of the business plan	20%

2. Finalist Selection :

Judges will be composed of industry and academic experts invited by the organizers, with the domestic group’s finals taking place on 2023/9/15, and the international group’s taking place on 2023/9/16; each group will select the top four teams to be awarded.

Criteria	Items	Percentage
Innovation	Creative values	15%
Market Potential	Marketing strategy, estimated value, and development potential	30%
Mode of Operation	Finance and resources analysis, and risk management	20%
Presentation	PowerPoint design, oral expression, and Q&A response	20%
Team Composition	Operation goals, startup execution, and team cooperation	15%

8 、 Awards

The results of the finals will be ranked according to the total scores. The organizers reserve the right to award vacancy.

Category		Awards
Domestic Group	Fixed Question	1st Place: NT30,000, Certificate of Excellence 2nd Place: NT20,000, Certificate of Excellence 3rd Place: NT10,000, Certificate of Excellence Merit Award: Certificate of Excellence
	Free Question	1st Place: NT30,000, Certificate of Excellence 2nd Place: NT20,000, Certificate of Excellence 3rd Place: NT10,000, Certificate of Excellence Merit Award: Certificate of Excellence
International Group	Fixed Question	1st Place: NT30,000, Certificate of Excellence 2nd Place: NT20,000, Certificate of Excellence 3rd Place: NT10,000, Certificate of Excellence Merit Award: Certificate of Excellence
	Free Question	1st Place: NT30,000, Certificate of Excellence 2nd Place: NT20,000, Certificate of Excellence 3rd Place: NT10,000, Certificate of Excellence Merit Award: Certificate of Excellence

9 、 Notice

The competing teams must read the following items carefully; if there are any related arguments in the future, the teams should handle them by themselves. The organizers reserve the right to revoke teams' participating and awards eligibility; if the awards have been collected, the organizers have the rights to reclaim the awards without disputes.

1. In the event of any illegal actions, such as plagiarizing, ghostwriting, or infringement of intellectual properties, if proven true, the organizers have the rights to revoke team's rights to participate and awards, and the team should face the legal consequences.
2. Participating teams should respect all decisions made by the judges.
3. The intellectual property rights of the data belong to the participating teams, but the teams should authorize the university, without compensation, to use the data for promotion, recording, and exhibition.
4. Participating teams should guarantee the accuracy of the data submitted; if the data provided are incorrect, or if the delayed submission of the data affects the team eligibility, the team should be responsible; the organizers will not return the submitted data.
5. Team members cannot be changed after the registration.
6. After completing registration, the teams acknowledge that they accept and are willing to follow all regulations of the organizers; if there are any infractions, the organizers have the rights to revoke the team's participating rights.
7. Based on Article 2, Item 1, Section 7 of the Ministry of Economic Affairs' Standards of Withholding Rates for Various Incomes, "Awards in competition are categorized as Income from Contests and Games, and the withholding rates should be ten percent of the entire paid amount; if the taxpayer is not a ROC citizen, the withholding rate should be twenty percent."
8. If anything is unclear in the process of the competition, the organizers reserve the right to interpret, edit, and terminate the regulations.

10 、 Contact

Irene Xie, Innovation and Incubation Center, National Taiwan Normal University

Tel: (02)7749-3697

E-mail : ioh@ntnu.edu.tw

2023 National Taiwan Normal University Fifth Annual Startup Arena Registration Form

Application Information						
Team Name						
Category	Domestic Group: <input type="checkbox"/> Fixed Question (Tea Culture) <input type="checkbox"/> Free Question International Group: <input type="checkbox"/> Fixed Question (Tea Culture) <input type="checkbox"/> Free Question					
Team Member (Additional rows can be added)	Name		Status		Contact	
	Representative			<input type="checkbox"/> Graduated : ___ Academic Year <input type="checkbox"/> Enrolled (Bachelor, Master, and Doctoral)	Tel	
					E-mail	
	Member 1			<input type="checkbox"/> Graduated : ___ Academic Year <input type="checkbox"/> Enrolled (Bachelor, Master, and Doctoral)	Tel	
					E-mail	
	Member 2			<input type="checkbox"/> Graduated : ___ Academic Year <input type="checkbox"/> Enrolled (Bachelor, Master, and Doctoral)	Tel	
					E-mail	
	Member 3			<input type="checkbox"/> Graduated : ___ Academic Year <input type="checkbox"/> Enrolled (Bachelor, Master, and Doctoral)	Tel	
					E-mail	
	Advisor (Not required; leave blank if there isn't one)		Job Title		Tel	
					E-mail	

※Note:

- (1) Please fill in phone number and email current in use; organizers will use the information to contact team members.
- (2) Registration information cannot be changed once submitted.
- (3) The information provided will only be used for this competition.

2023 National Taiwan Normal University
Fifth Annual Startup Arena
【For Enrolled Students Only】

***All boxes must be filled.**

Team Name			
Name		Date of Birth	yyyy/mm/dd
National ID No.		Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
College/ Department		Grade	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> Doctoral
Contact	Tel		
	E-mail		
Please Paste Identification in the Boxes Below			
(1) Copy of ID Card			
Copy of ID Card (FRONT)		Copy of ID Card (BACK)	
Please Paste Identification in the Boxes Below			
(2) Copy of Student ID Card			
Copy of Student ID Card (FRONT)		Copy of ID Card (Back) Note: the Student ID must be stamped with the last semester's registration stamp or come with proof of enrollment	

2023 National Taiwan Normal University

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【For Graduates Only】

***All boxes must be filled.**

Team Name				
Name		Date of Birth	yyyy/mm/dd	
National ID No.		Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	
College/ Department (Graduated)		Year of Graduation	Academic Year	
Contact	Tel			
	E-mail			
Please Paste Identification in the Boxes Below				
(1) Copy of ID Card				
Copy of ID Card (FRONT)		Copy of ID Card (BACK)		

2023 National Taiwan Normal University
Fifth Annual Startup Arena
【For Graduates Only】

***All boxes must be filled.**

Please Paste Identification in the Boxes Below
(2) Copy of Certificate of Highest Level of Education

Copy of Certificate of Highest Level of Education
Graduates from the past two academic years must fill in this form
and attach the certificate of their highest level of education.

2023 National Taiwan Normal University

Fifth Annual Startup Arena Personal Data Consent Form

The personal data acquired by the organizers will only be used in the operation of the Fifth Annual Startup Arena; the collection, handling, and use are in accordance to the Personal Data Protection Act and related regulations.

1. Personal data includes: Name, date of birth, telephone number, university/department, ID card number, email, and other identification that can directly or indirectly identify an individual.
2. Personal data will be used for competition management, identity verification, team communication, follow-up consultation, calculation, surveys, competition closing operation, and other related work; the usage period ends after the competition is over.
3. Contestants can follow the Personal Data Protection Act and request the following:
 - (1) Look up or view data.
 - (2) Make copies of data.
 - (3) Add or correct data.
 - (4) Ask to stop collecting, process, or use data.
 - (5) Delete data.
4. Contestants can choose whether to provide personal data. If contestants refuse to provide their data, they will not be able to complete registration or any follow-up services.
5. Due to promotional needs, the organizers have the right to photograph, report, comment and post the selected works in the competitions.
6. If there are any unspecified parts in this consent form, please refer to the Personal Data Protection Act and related regulations.

I have read this consent form and I understand and agree to its content.
(Please check.)

Representative: (Personal signature)

Team Members (2-5 people): (Personal signature)

Advisor: (Personal signature)

Yyyy/mm/dd

2023 National Taiwan Normal University Fifth Annual Startup Arena Team Commitment Letter

The Team _____ have read the 2023 National Taiwan Normal University Fifth Annual Startup Arena Competition Guidelines :

- 1 、 The startup team (the undersigned), to join the 2023 National Taiwan Normal University Fifth Annual Startup Arena, hereby promise that the concept and technology submitted in the competition are original to the undersigned and not plagiarized, and that the undersigned will follow the regulations.
- 2 、 The undersigned guarantee that they own or authorized to use the intellectual properties of the concept and technology submitted in the competition, and that the concept and technology submitted in the competition do not infringe upon anyone's intellectual property. If future investigations prove that the concept and technology submitted in the competition are partially or entirely plagiarized, the team's eligibility will be revoked, and they should return the awards to the organizers.
- 3 、 The undersigned guarantee that all data are faithful to the truth, or they will take full responsibility otherwise.

To

Innovation and Incubation Center, Office of Research and Development, National Taiwan Normal University

Master Startup Program, College of Technology, National Taiwan Normal University

Undersigned Signatures

Representative: (Personal signature)

National ID No.:

Tel:

Team Member: (Personal signature)

National ID No.:

Tel:

Team Member: (Personal signature)

National ID No.:

Tel:

Team Member: (Personal signature)

National ID No.:

Tel:

Team Member: (Personal signature)

National ID No.:

Tel:

2023 /mm / dd

2023 National Taiwan Normal University

Fifth Annual Startup Arena

Authorization Consent Form

The team _____ participating in the 2023 National Taiwan Normal University Fifth Annual Startup Arena hosted by the Innovation and Incubation Center, gives authorization to the Center and the Master Startup Program to use the submitted business plans. Authorized items are as follows:

- 1、The team gives authorization to use the business plan:
_____ to the Innovation and Incubation Center and the Mster Startup Program for nonprofit use, promotion, and university education.
- 2、The team gives authorization to the organizers and the appointed third party to, including but not limited to, remake, disseminate, publish, exhibit, broadcast, or transmit by means of microfilms, compact discs, digitalization, and other methods, for free, at any time, and for unlimited times. The team agrees to not exercise intellectual property moral rights (including copyright and moral right) against the organizers and the appointed third party.
- 3、The team agrees to the organizers filming and recording throughout the entire competition due to the event's requirements; the team also agrees gratis to give authorization of the portrait rights and copyright of the pictures, texts, and results uploaded by the organizers. The organizers may recreate, adapt, transmit, exhibit, and publish without limits to the location, time, times, and methods to use the uploaded pictures and text indefinitely.
- 4、If there are any unspecified parts in this consent form, please refer to the Copyright Act and other related regulations.

To

Innovation and Incubation Center, Office of Research and Development,
National Taiwan Normal University

Master Startup Program, College of Technology, National Taiwan

Normal University

Undersigned Signatures

Advisor: (Personal signature)

Representative: (Personal signature)

Team Member: (Personal signature)

Team Member: (Personal signature)

Team Member: (Personal signature)

Team Member: (Personal signature)

2023 / mm/ dd

2023 National Taiwan Normal University

Fifth Annual Startup Arena

First Stage Presentation

※ **【Note】** There are no fixed formats for the presentation; electronic copies should be submitted in PDF format, titled “Fifth Annual Startup Arena_First Stage Presentation_Team Name”, with a page limit of 20 pages (excluding reference and attachments). The following outline is for reference only; teams can make adjustments freely.

- 1、Startup Idea Explanation
 - 1.1 Startup Idea and Motive
 - 1.2 Startup Goal
 - 1.3 Team Introduction
- 2、Product and Service Introduction
 - 2.1 Product or Service Details
 - 2.2 Target Market
- 3、Market Study
 - 3.1 Industry Type and Background Analysis
 - 3.2 Market Scale and Trend
 - 3.3 Potential Market and Competitor Analysis
- 4、Self-Operating Core Capability Review
 - 4.1 SWOT Analysis
 - 4.2 Corporation Core Value
 - 4.3 Investment Scale and Marketing Strategy
- 5、Finance Plan
 - 5.1 Estimated Income Statement
 - 5.2 Estimated Balance Sheet
- 6、Future Expectations and Conclusion
 - 6.1 Potential Risk
 - 6.2 Future Goals

6.3 Conclusion

7、Reference

8、Attachments