

BUSINESS PLAN COMPETITION 2015

Have A Great Idea for a Business? Here's a Great Opportunity to Showcase your Talent! STAND A CHANCE TO WIN our Top Prize Full BBA scholarship

worth up to *SGD\$50,000!**

Objective:

The competition aims to foster entrepreneurial spirit among young students by providing them with an opportunity to turn an idea into a concrete business plan.

Competition Organizers:

- Singapore Institute of Management Global Education (SIMGE) and Universitas Pelita Harapan (UPH), Surabaya.
- The organizers reserve their rights to make changes to the terms and conditions as contained in this document, without prior notice.
- The decisions by the judges and organizers are final.

Website:

<http://simge.uph.edu>

Competition Prizes:

Grand Prize (1st Place Team – the Champion Team) - Worth up to *SGD\$50,000**

- Up to 3 SIM GE-UPH Bachelor of Business Administration (BBA) full Scholarships** for student members of the 1st Place Winning Team.
***The scholarships, when awarded to specific members of the winning team, are not transferable and they must be utilized within 2 calendar years from the date of the award. The scholarships are for studies at UPH Surabaya. The student members must satisfy the admission requirements of the BBA degree when claiming the scholarships. The continuation of the scholarships during the BBA studies are subject to satisfactory academic achievement and progression.*
- 4 days/3 nights trip to Singapore will be hosted by Singapore Institute of Management Global Education (SIMGE), for student participants of the winning team + 1 mentor teacher. The package includes return economy airfares plus shared accommodation (maximum two rooms)
- Cash prize of SGD\$1,000 for the team
- Medal for each individual member
- Team Trophy

**The amount of prize vary based on the number of students in the champion team. The amount "\$50,000" is based on the calculation of 3 students each receiving a BBA scholarship from SIM GE-UPH Business School.*

***The number of scholarship will depend on the number of participants in the champion team. Each student member will be awarded with one scholarship.*

- **2nd Place Team**
 - Cash prize of SGD\$200 for the team
 - Medal for each individual member
 - Team Trophy

- **3rd Place Team**
 - Cash prize of SGD\$100 for the team
 - Medal for each individual member
 - Team Trophy

Guidelines

Eligibility and Conditions:

- There is no fee for entry.
- The competition is open to all full-time students and they must be of age 18 or below.
- **Each team must consist of at least 2 and of a maximum of 3 students and one mentor teacher.** The teacher will act as a mentor and support students write their business plan and help them create a winning business.
- Each participating team can compete for only one business plan.
- The business plan must be an original idea. The business plan must be written in English and it must be for a seed or start-up business venture. It must address the entire business concept including implementation.
- A business plan that has previously a winner or a runner-up of any competition is not eligible to enter this competition.
- On entering the competition, the submitted business plan must not be in violation of any intellectual property rights.
- The Judging Panel reserves the rights to disqualify any entry.
- All prizes are awarded at the discretion of the judging panel and all judging decisions are final and not subject to appeal.

How to Register:

Registration form is obtainable from <http://simge.uph.edu>. Completed registration form must be submitted by **24th October 2015, Saturday**.

Important Dates:

- All teams must complete their registration by **24th October 2015, Saturday**.
- All teams must submit their business plan executive summary by **31st October 2015, Saturday**.
- All teams must submit their full written business plans (including an executive summary) in electronic PDF format to email address: ***simge.uphs@uph.edu*** by **23rd November 2015, Monday**. The business plan must be written in English.
- Three finalist teams will be selected by the judges for an oral presentation at the Final. The finalist teams will be announced on **30th November 2015, Monday**.
- The top 3 finalist teams must submit the PowerPoint slides by **4th December 2015, Friday**.
- Oral Presentations at the Final will take place at UPH Surabaya on **5th December 2015, Saturday**.
- The 3 finalist teams will present their plans in a 10 minutes oral presentation to a panel of judges. The presentation will be followed by 20 minutes Question & Answer (Q&A) session with the judges.
- An awards ceremony will follow the presentation.

Activities	Deadline
Online Registration Deadline : Fill in Online Application Form : http://simge.uph.edu	24th October 2015, Saturday
Submission of Business Plan Executive Summary(1-2 Pages)	31st October 2015, Saturday
Submission of Business Plan : One Complete Set of: 1) Completed online Application Form 2) Business plan <ul style="list-style-type: none"> • Must be double-spaced, in 12 point Arial font type with 1-inch margin. • Must not exceed 4,000 words 3) Financials or other appendices 4) Signed copy of Terms and Conditions Email the above-mentioned documents to: simge.uphs@uph.edu	23rd November 2015, Monday
Announcement of the top 3 Finalist teams	30th November 2015, Monday
Submission of PowerPoint Presentation Slides	4th December 2015, Friday
Final Presentation (10 minutes oral presentation and 20 minutes Q&A session) by the 3 Finalist teams	5th December 2015, Saturday
Awards Ceremony	5th December 2015, Saturday

Judging Panel:

The judging panel consists of experts from academia and business leaders.

Judging Process:

The competition takes place in two parts:

Part 1: Written Business Plan (Submission Deadline: 23rd November 2015, Monday)

- The judges will evaluate the written business plans submitted and select the best 3 teams (the finalist teams). The 3 finalist teams will be invited to make oral presentations of their business plan at the Final.
- Announcement of the 3 finalist teams will be made on **30th November 2015, Monday**

Part 2: Oral Presentation by the finalist teams at the Final (5th December 2015, Saturday)

- Judges will evaluate the finalists teams' business plans during the Final Presentation – a 10 minutes oral presentation, followed by a 20 minutes Q&A session. The Final Presentations will take place at Universitas Pelita Harapan (UPH), Surabaya on **5th December 2015, Saturday**.

- ❖ Please take note that the judges will not be signing a **Non-Disclosure Agreement (NDA)** in connection with performing their duties for the competition. It is the applicants' responsibility to protect their intellectual property rights, if there is any.

Content and Formatting

Business Plan (written in English)

The Business plan must be written in English, double-spaced, in 12 point Arial font type with 1-inch margin.

The Business Plan must not exceed 4,000 words. This does not include financials or other appendices. Points will be deducted from the score if the plan exceeds 4,000 words and this will affect the final score.

- The Business Plan, including the financials, **must be submitted** in as ONE (1) file in electronic, PDF format by **23rd November 2015, Monday**.
- All submitted materials must be the original work of the participating team. Proper references and citations must be provided where necessary.
- The decisions by the judges and organizers are final and no appeals will be entertained.
- **Contents of the Written Business Plan:** your business plan should contain materials to be included in the following sections:
 - *Executive Summary*
 - *Company Overview*
 - *Management team and their roles and responsibilities*
 - *Product or service description*
 - *Customer/Market/Competitor analysis*
 - *Identification of critical success factor and proposed sales and marketing strategy*
 - *Identification and management of critical risks*
 - *Financial Data*

Final Round (Oral Presentation by the top 3 Finalist Teams)

- Final presentations will take place at UPH Surabaya on **5th December 2015, Saturday**. The exact date, time and location and other information will be provided to the finalist teams.
- The organizers will provide an LCD projector and a Window-based laptop equipped with PowerPoint in the presentation room.
- All oral presentations are to be made in English.
- Presentation order shall be determined randomly.
- Presentation order shall be announced one hour before the presentations commence. All teams are required to be present at this announcement.
- Teams are not allowed to switch places in the presentation order.
- Each team is strictly allowed: maximum 10 minutes to present their business plan, followed by a 20 minutes Q&A session with the judges.
- The teacher mentors are welcome to travel to Universitas Pelita Harapan (UPH) with the student team, but they are prohibited from participating in the presentations or Q&A sessions. All team members (except mentor teacher) are required to participate in the team's presentation, but not necessarily in the question period following the presentation.

Judging Criteria

Judging Item	Description
<i>Executive Summary</i>	An executive summary is often not more than two pages and allows the reader to know the key ideas of the business plan so the summary must be clear, exciting and effective.
<i>Company Overview</i>	It presents the vision, mission, strategies, goals and objectives for the business. It tells <i>“Who are we? What are we aiming to be? How we are different? How do we intend to meet our goals?”</i>
<i>Management Team and their Roles and Responsibilities</i>	The management team to be recruited or assembled must have the expertise, knowledge and ability to implement the business plan and make it a success. A description of how the roles and responsibilities can be distributed effectively among members of the management team is required.
<i>Product or Service Description</i>	A full description of the products or services to be provided by the business. This section must emphasize on the innovative nature of the product or service. It tells <i>“what is it that we make/sell/provide? How is it different from the product/service sold by other companies?”</i>
<i>Customer/Market/Competitor Analysis</i>	Clear and convincing description and analyses of the kind of customers that the product/service is meant for; the needs of the customers that will be met by the product/service; the potential demand for the new products/services and the competitors who offer similar kinds of product/service. <i>“Who are our customers? What is their need? How much demand will there be for our product/service? What can we do where our competitors are not doing right?”</i>
<i>Identification of Critical Success Factor and Proposed Sales and Marketing Strategy</i>	The likelihood that the business described in the business plan can have an edge over its competitors, which can be sustained over a period of time. <i>“What are the critical factors that will make our business a success?”</i> A Clear description of how our business compares with the products or services of its competitors is needed. You also need to describe the methods you are going to use to promote the products and reach the customers. It tells <i>“What kind of advertising or promotion methods will we use so that customers know about us and buy from us? Where can we place the products (e.g., in stores or on the internet), how much are we going to charge for the product/service?”</i>

Identification and Management of Critical Risks	Identify the major internal and external critical risks that could threaten the business and describe the plans that you have, to manage the risks.
Financial Data	Financials information is complete and projections/estimates are realistic. It may include estimated/projected start-up cost, cash flow, income, expenses, profit, assets, liabilities and capital. <i>“What financial resources are required to start and run our business? What do/will we get from the resources we are investing? Where will we be financially in the future?”</i>
Overall Presentation – both written submission and oral presentation (if the team is selected as one of the finalists to do the presentation at the Final)	Clarity, completeness and persuasiveness of the written business plan and oral presentation (if the team is selected as one of the 3 finalist teams to do the presentation at the Final). The quality of the team members’ responses to questions from the judges at the Final.