

Chaoyang University of Technology

113-2 RICH Campus Entrepreneurship Competition

Guidelines

1. Objective:

The objective of this competition is to inspire students' innovation and entrepreneurial spirit, enhance teaching effectiveness in entrepreneurship, and cultivate students' innovative thinking, teamwork, and entrepreneurial mindset. The goal is to select and nurture entrepreneurial talent, fostering a campus culture of entrepreneurship.

2. Organizers:

- Host: Office of Research and Industry-Academia Collaboration, Chaoyang University of Technology
- Organizer: Innovation and Incubation Center
- Contact Person: Bing-En Li, Project Assistant
- Phone: +886-4-23323000 ext. 3236
- Email: t5180228@gm.cyut.edu.tw

3. Eligibility:

- (1) Current students of the university (including graduate students, international students, and alumni who have graduated within the last 3 years).
- (2) Teams can consist of up to 6 members, with one team leader as the contact person.
Each team can include one alumni member who has graduated within the last 3 years
- (3) A team may have up to 2 advisors (advisors are not limited to faculty from this university). If there is no advisor, this field can be left blank.
- (4) Teams may adjust their members once, with approval from the organizer.
- (5) Business plans must not violate intellectual property or copyright laws. Teams found in violation may be disqualified from the competition and from receiving awards.

4. Competition Overview:

The competition is divided into two groups: **【 Group A: Booth Experience 】** and **【Group B: Entrepreneurship Proposal.**

- (1) The same team can submit different business ideas to both Group A and Group B.
- (2) A member may participate in up to two teams/groups.

【Group A: Booth Experience 】


- (1) Teams will submit a business plan for a 2-day booth on campus. The business idea must comply with legal and ethical standards. Leasing out booth space as a business idea is not allowed.
- (2) Teams will undergo a preliminary review, where 10-20 teams will be selected for the final round.
- (3) Preliminary Review Criteria:
 - 1. Feasibility of the business plan: 50%
 - 2. Completeness of the business plan (including financial planning): 50%
- (4) Finalist teams will participate in a 2-day on-campus booth experience on May 14th (Wednesday) and May 15th (Thursday) at Dolphin Plaza.
- (5) Booths are prohibited from using open flames or gas stoves. Only induction cookers are allowed

【Group B: Entrepreneurship Proposal 】

- (1) Teams should propose an innovative business model, a new type of service, or a proposal for a sustainable startup.
- (2) The proposal should include innovative products or services with market value and a viable profit plan.


5. Competition Process:

【Group A: Booth Experience】

| Process | Date | Description |
|--|---------------------------|--|
| Phase 1: Registration | Now until 4/24 (Thu) | <p>1. Please read the competition guidelines thoroughly before registration and submit all required information.</p> <p>2. Registration link : https://forms.gle/FpdGckEqtqrbFmBQ7</p>  <p>3. Scan the QR code in the registration form to join the competition's Line group, and follow the instructions in the group's notebook to upload your business plan (formatted according to Appendix 1).</p> <p>4. Registration is complete only after submitting the signed registration form (signed by the advisor and all team members), uploading the business plan, and having all team members join the Line group.</p> |
| Preliminary Review | 4/29 (Tue) - 5/1 (Thu) | Initial review by internal and external committee members. |
| Preliminary Results Announcement | 5/2 (Fri) | Announcement of teams that passed the preliminary round on the university's homepage. |
| Preliminary Prize Collection, Booth Draw, and Power Application | 5/5 (Mon) – 5/7 (Wed) | <p>1. The prize must be claimed at the Office of Research and Industry-Academia Collaboration (A-506) on the 5th floor of the administration building by 3 PM on 5/7 (Wed). Failure to claim by this deadline will result in forfeiture of the prize.</p> |

| | | |
|------------------------------------|--|---|
| Booth Setup | 5/13 (Tue) | <ol style="list-style-type: none"> Booths will be located at Red Brick Plaza (near Dunhuang Bookstore) Each booth will be provided with one table and two chairs. Booth setup can begin at 3:30 PM on 5/13 (Tue). |
| Phase 2: Booth Operation on Campus | 5/14 (Wed) – 5/15 (Thu) 9:30 AM - 4:00 PM | <ol style="list-style-type: none"> Each team must have a representative attend the opening ceremony on 5/14 (Wed) from 12:30 PM to 1:00 PM. Booth sales will be conducted from 9:30 AM to 4:00 PM each day. Teams must report their daily revenue at the end of each day on 5/14 and 5/15. |
| Final Presentation Upload | 5/22 (Thu) by 3:30 PM | Teams must submit their final presentation slides (formatted according to Appendix 2). Failure to upload by the deadline will result in disqualification from the final. |
| Phase 3: Final Presentation | 5/14 (Sat) 8:00 AM - 12:30 PM (subject to adjustment based on the situation) | <ol style="list-style-type: none"> Teams will present their project execution and results (revenue, profit, booth records, and reflections). Each team will have 5 minutes to present, followed by 5 minutes of Q&A (questions and answers will be asked and answered collectively). After the final presentations, the top 3 teams and 2 Honorable Mentions will be announced, and awards will be distributed (cash prizes will be transferred to the team leader's account after the completion of the necessary paperwork). <p>Venue: Management Building, Room T2-306.1</p> |
| Result Announcement | 5/27 (Tue) | The final results will be announced on the university's homepage. |

【Group B: Entrepreneurship Proposal】

| Process | Date | Description |
|---|---|--|
| Phase 1: Registration and Presentation Submission | Now until 5/22 (Thu) 3:30 PM | <ol style="list-style-type: none"> Please read the competition guidelines thoroughly before registration and submit all required information. Please read the competition guidelines thoroughly before registration and submit all required information. Registration link: https://forms.gle/UW7sJJSx2foZFDoW8  Scan the QR code in the registration form to join the competition's Line group and upload the presentation (formatted according to Appendix 3, no more than 20 slides). Registration is complete only after submitting the registration form, uploading the presentation, and having all team members join the Line group. |
| Phase 2: Final Presentation | 5/24 (Sat) 1:30 PM - 5:30 PM (subject to adjustment based on the situation) | <ol style="list-style-type: none"> Each team will have 5 minutes to present their entrepreneurial project, followed by 5 minutes of Q&A. Awards will be presented on the same day to the top 3 teams and 2 Honorable Mentions. Venue: Management Building, Room T2-306.1 Winning teams must participate in the Ministry of Education's University and College Entrepreneurship Simulation Learning Platform (ECSOS) and follow the organizer's instructions to upload their winning business plans to the platform. Cash prizes will be awarded after the plans are uploaded. |
| Result Announcement | 5/27 (Tue) | The final results will be announced on the university's homepage. |

6. Final Judging

- (1) Judging will be conducted by a panel of experts in entrepreneurship and innovation
- (2) The final review will be conducted in the form of an oral presentation. All team members are required to be present during the presentation. If any team member cannot attend, they must notify the organizers in advance. Each team will have 5 minutes for their presentation (a bell will ring once at the 4th minute, and twice at the 5th minute, signaling the end of the presentation). The Q&A session will last 2 minutes, with questions asked collectively, and teams will have 3 minutes to answer (a bell will ring once at the 2nd minute and twice at the 3rd minute, after which the session will be forcibly ended).

(3) Scoring Criteria:

【Group A Judging Criteria】

- I. Business Planning: 30%
- II. Execution and Results: 40%
- III. Team Participation: 15%
- IV. Presentation: 15%

【Group B Judging Criteria】

- I. Innovation in Products and Services: 25%
- II. Team Expertise and Execution: 20%
- III. Market Feasibility: 25%
- IV. Completeness of the Plan: 15%
- V. Presentation: 15%

7. Awards:

【Group A: Booth Experience】

- (1) Preliminary Round Entry Award: NT\$1,000 per team.
- (2) Best Performance Awards:
 - I. Highest total sales over the 2-day period: Prizes for all team members.

II. Popularity Award (based on voting during the final round): Prizes for all team members.

(3) Final Round Awards:

1st Place: NT\$18,000 + Certificate for each member.

2nd Place: NT\$16,000 + Certificate for each member.

3rd Place: NT\$13,000 + Certificate for each member.

Honorable Mention (3 teams): NT\$8,000 + Certificate for each member.

【Group B: Entrepreneurship Proposal】

Final Round Awards:

1st Place: NT\$12,000 + Certificate for each member.

2nd Place: NT\$10,000 + Certificate for each member.

3rd Place: NT\$8,000 + Certificate for each member.

Honorable Mention (1 teams): NT\$5,000 + Certificate for each member.

8. Important Notes:

- (1) We reiterate that, in compliance with campus safety regulations, the use of open flames, such as charcoal or gas stoves, is strictly prohibited at booth sales. Only induction cookers are allowed for cooking. Teams in violation will be disqualified from the competition.
- (2) The booth setup will only provide basic equipment. No additional equipment will be supplied. If extra equipment is required, it can be borrowed from the Extracurricular Activities Section. Please note that the equipment application process takes five working days, so remember to submit requests in advance.
- (3) Teams must record their business activities during the booth operation and report the sales to the organizers at the end of each day.
- (4) For Group A, all teams must clearly state their funding plan and profit-sharing method in the business plan. This plan must be agreed upon in writing by all team members to avoid disputes.

- (5) Teams that placed in the top three in Groups A or B of the RICH competition in 113-1 participate in the booth experience this semester but are not eligible to compete (they will be provided a free booth but will not receive the preliminary round entry bonus). However, Honorable Mention winners can still compete.
- (6) All food and beverages sold must comply with the campus's temporary booth management regulations, which include:
- I. Food equipment and products must meet relevant health standards.
 - II. Student clubs selling food or beverages must purchase and prepare fresh ingredients on their own; outsourcing to external vendors for on-campus sales is prohibited.
 - III. The display and preparation area must be kept clean, with measures in place to prevent pests.
 - IV. All sales personnel must wear masks and waterproof gloves to ensure food quality and safety.
 - V. To prevent foodborne illness, the organizing team must collect one sample of each food item sold and store it in the Student Meal Committee's refrigerator for potential inspection. Samples should be discarded after 72 hours.
 - VI. Pre-packaged food items such as vacuum-sealed goods, drinks, and canned products must have proper certification labels. If a product cannot be packaged or labeled, the event organizer must sign a statement with the supplier guaranteeing compliance with food safety regulations, which must be approved by the university before the booth can operate.
 - VII. Selling fried food or alcoholic beverages is strictly prohibited.
 - VIII. Flammable materials or explosive items cannot be stored at the sales location.
 - IX. Any vendor who refuses or obstructs health inspections or does not comply with food safety regulations will be subject to action by the relevant authorities.

Appendix 1: 【Group A - Booth Experience】 Business Plan (Not a Presentation, Limited to 10 Pages)

Content:

1. Team Introduction
 - I. Origin of the Business Idea (Business Opportunity Concept)
 - II. Team Composition (Background and Philosophy)
 2. Description of Products and Services
 - I. Industry Overview
 - II. Supply Chain Overview
 - III. Product or Service Production/Purchase Process
 3. Market Analysis and Positioning
 - I. Target Audience and Market Size
 - II. Competitor Analysis
 - III. Sales Model (Pricing, Channels, Promotions, etc.)
 4. Financial Planning
 - I. Sources and Uses of Funds
 - II. Revenue Forecast
 - III. Profit Distribution Plan
 5. Marketing and Other Information
- Participating teams must submit their business plan based on the above content. Additional relevant explanations may be included, but the plan must be limited to 10 pages (mandatory submission).

Appendix 2: 【Group A - Booth Experience】 Final Business Presentation (PPT, Limited to 18 Slides)

Content:

1. Team Introduction
 - I. Origin of the Business Idea (Business Opportunity Concept)
 - II. Team Composition (Background and Philosophy)
 2. Description of Products and Services
 - I. Industry Overview
 - II. Supply Chain Overview
 - III. Product or Service Production/Purchase Process
 3. Market Analysis and Positioning
 - I. Target Audience and Market Size
 - II. Competitor Analysis
 - III. Sales Model (Pricing, Channels, Promotions, etc.)
 4. Financial Planning
 - I. Sources and Uses of Funds
 - II. Revenue Forecast
 - III. Profit Distribution Plan
 5. Marketing and Other Information
 6. Execution Process and Results
 - I. Revenue
 - II. Profit
 - III. Records
 - IV. Reflections
- Teams participating in the final must submit their presentation based on the above content. Additional relevant explanations may be included, but the presentation must be limited to 18 slides (mandatory submission).

Appendix 3: [Group B - Innovation and Entrepreneurship Proposal] Competition Presentation

Content:

1. Operating Team Plan Presentation

- I. The problem to be solved (e.g., observed needs or pain points, industry or market status, etc.).
- II. Solution, including: core benefits or value provided to customers, product/service description, core technologies (e.g., AI applications or other specialized technologies), product/technology validation data.
- III. Market analysis (including target audience, market size, competitive analysis, market validation, etc.).
- IV. Business model.
- V. Market entry strategy (including channels, customer relationships and interactions, marketing, and business development).
- VI. Team introduction.
- VII. Product/service development timeline.
- VIII. Financial planning: A. 1-3 years of financial forecast. B. How the 100,000 NTD entrepreneurial grant will be used in this plan.
- IX. Attachments: Additional explanations or supporting materials that enhance the proposal.

2. Marketing and Promotional Video

- I. The video should be produced based on the marketing copy content.
 - II. Length: 1-3 minutes, and can include usage scenarios or other content that aids the team's marketing efforts.
- Participating teams must submit their presentation based on the above content. Additional relevant explanations may be included, but the presentation must be limited to 20 slides (mandatory submission).
 - If the team has a business plan, it can also be submitted (optional).