

SCG BANGKOK BUSINESS CHALLENGE @ SASIN 2021

OFFICIAL RULES AND REGULATIONS

(EDITED 27 DEC 2020)



I. GENERAL RULES & REGULATIONS

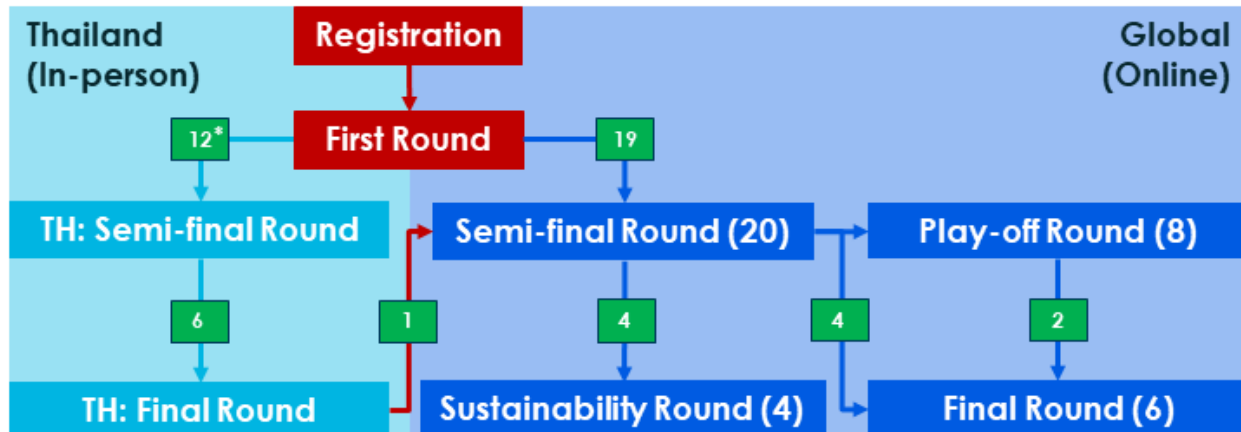
1. The proposed venture must be of an independent and scalable seed-stage startup seeking to raise external capital, and must address the entire business concept, including implementation and financial projection. Ventures that have generated revenue or raised external capital (beyond family and friends) prior to the 2020 calendar year (January 1st, 2020) are **NOT** eligible. Proposals for buy-out, expansion or development of an existing business, tax-shelter opportunities, real estate syndications, subsidiaries, franchisees and other consulting projects or analyses are **NOT** eligible. A venture that does not conform to this rule above will be **IMMEDIATELY DISQUALIFIED**
2. Participants in the Thailand Competition must attend **in person** to be considered a part of the competition; those in the Global competition must attend **virtually** and therefore must have the necessary equipment to join our online competition
3. The venture size, in terms of **total** funding requirements from outside investors (including the current ask), must be at least US\$500k. Methods of financing may be combined among bootstrapping, grants, angel/venture capital investments, and debt. A venture that does not conform to this rule above will have **10% deducted** from the total presentation score in the relevant round
4. The proposed venture must **NOT** be one that has previously competed in the presentation rounds of Bangkok Business Challenge before
5. All currencies used throughout the competition must be in US Dollars only
6. In all cases, the judges' decision is final

II. TEAM ELIGIBILITY

1. All full-time and part-time undergraduate **and** postgraduate students in any degree program enrolled in the 2020 calendar year are eligible to participate
2. Each team must contain **TWO** to **FIVE** members in total (excluding the faculty advisor)
3. Each team may have **ONE** non-student member in the team essential to the venture
4. Each team must have the support of **ONE** faculty advisor from the institution the team represents*, and must have most of the members be currently enrolled in this institution

*This is to ensure that the team is endorsed to represent the academic institution in the competition, which will be confirmed through the faculty advisor of said institution.

III. PHASES OF THE COMPETITION, TEAM SELECTION, AND GROUP ASSIGNMENTS FOR EACH PHASE



*Teams representing Thai academic institutions will be invited to the in-person Thailand Competition before proceeding to the online Global Competition

1. **Registration & First Round:** Online application opens at 09:00hrs. (Bangkok Time) on Tuesday December 1st, 2020. All submissions must be uploaded to <http://bbc.sasin.edu> by 23.59 hrs. (Bangkok Time) on Sunday January 3rd, 2021.
 - 1.1. Each team is required to submit a **Pitch Deck** in accordance with the provided [template](#) at <http://bbc.sasin.edu> by 23:59 hrs. (Bangkok time) on Sunday January 3rd, 2021 (see section IV). **All topics** from the template must be included in the submitted Pitch Deck. Modifications to the submission may be done up to this deadline
 - 1.2. Each team may also submit a web link (URL) to a **60-second Video Pitch** previously uploaded to YouTube, with access given to the organizers. This is optional, but highly encouraged by the judging panel.
 - 1.3. Selected teams and their faculty advisors will be individually notified via email on Wednesday January 20th, 2021. Each team member and advisor must then confirm his or her Intention of Participation by replying to bbc@sasin.edu by Sunday January 24th, 2021.
 - 1.4. Should any of the selected teams relinquish their right to participate further in the competition by failing to confirm their Intention of Participation within the deadline or otherwise, we reserve the right to invite the next best team to fill up the vacancy. A public announcement and draw of the selected teams will be made by Thursday February 4th, 2021. If, after the public announcement, any of the selected teams relinquish their right to participate further in the competition (despite having previously confirmed their Intention of Participation), we reserve the right to invite the next best team to fill up the vacancy. If such an eventuality is to be realized, the replacement team will be given at least 5 days from the moment of notification to submit their Full Written Business Plan.
 - 1.5. We reserve the right to refuse participation in the subsequent year's competition from institutions whose teams have confirmed their Intention of Participation but then fail to participate further in the competition in Bangkok. Under such an eventuality, the highest authority governing the concerned institutions (i.e. Rector/President of the University, Dean of the Faculty, etc.) will be formally informed in writing.
 - 1.6. Teams representing Thai Academic Institutions will be eligible for **BOTH** the Thailand and Global Competitions, and must acknowledge and agree to participate should this eventuality be realized

2. **Thailand Competition**

2.1. **Online Workshops:**

Each of the 12 qualified and participating teams will be invited to join two **online** workshops to refine the participants' ventures and their pitching skills – more details will follow

2.2. **Full Written Business Plan Submission:**

Each of the 12 qualified and participating teams will need to submit a **Full Written Business Plan** in PDF format to bbc@sasin.edu by 23.59 hrs. (Bangkok time) on Friday February 12th, 2021. The winner of BBC Thailand 2021 will subsequently have to submit an updated version in PDF format to bbc@sasin.edu by 23.59 hrs. (Bangkok time) on Wednesday February 24th, 2021.

2.3. **SAA Network Coaching Round:**

Morning session of Friday February 19th, 2021. Each Semi-finalist team will be able to practice their Formal Presentations in a pre-competition practice round. The panel of experienced investors, entrepreneurs, and business professionals of the Sasin Alumni Association Network (SAA Network) will then provide frank verbal and written feedback to the Semi-finalists with regards to their Formal Presentations. Compiled scores are only for providing feedback and will **NOT** be included in the business plan competition.

2.4. **Semi-final Round:**

Afternoon session of Friday February 19th, 2021. Without an official announcement, the top 3 teams from the First Round will be separated into three different groups (A, B, and C). After which, all remaining teams will be randomly placed in each group to make up 4 teams per group. The 12 Semi-finalist teams will then present their business plans to their respective panel of judges, from whom they will receive oral and written feedback - see Section VIII. The top two teams of each group will proceed to the Final Round.

2.5. **60-Second Pitching Round:**

Evening session of Friday February 19th, 2021. One representative from each of the 12 Semi-finalist teams will present their venture idea in front of a panel of judges in 60-seconds or less, without visual aids or props of any kind. The winner will be announced and awarded with a prize at the event, but the scores will **NOT** be included in the main competition.

2.6. **Final Round:**

Morning session of Saturday February 20th, 2021. A random sequence of six teams will present their business plans to a panel of judges, from whom they will receive oral and written feedback - see Section VIII. The winner of BBC Thailand 2021 will then be invited to join 19 other teams in the BBC Global 2021 Semi-final Round. Should the invitee already qualify from the First Round, this progression will pass on to the team immediately below them instead.

3. **Global Competition**

3.1. **Platform Testing:**

Each of the 19 qualified and participating teams are obliged to attend platform testing and briefing sessions. Should there be any need to improve a participating team's ability to compete virtually (e.g. network connection, video/audio quality, lighting, etc.), they must try to do so to the best of their ability.

3.2. **Full Written Business Plan Submission:**

Each of the 19 qualified and participating teams will need to submit a **Full Written Business Plan** in PDF format to bbc@sasin.edu by 23.59 hrs. (Bangkok time) on Wednesday February 24th, 2021.

3.3. **60-Second Pitching Round:**

Evening session of Monday March 8th, 2020. One representative from each of the 20 Semi-finalist teams will present their venture idea in front of a panel of judges in 60-seconds or less,

without visual aids or props of any kind. The winner will be announced and awarded with a prize at the event, but the scores will **NOT** be included in the main competition.

3.4. SAA Network Coaching Round:

Monday March 1st to Tuesday March 2nd, 2021. Each Semi-finalist team will be able to practice their Formal Presentations in a pre-competition practice round. The panel of experienced investors, entrepreneurs, and business professionals of the Sasin Alumni Association Network (SAA Network) will then provide frank verbal and written feedback to the Semi-finalists with regards to their Formal Presentations. Compiled scores are only for providing feedback and will **NOT** be included in the business plan competition.

3.5. Semi-final Round:

Wednesday March 3rd to Saturday March 6th, 2021. Without an official announcement, the top 4 teams from the First Round will be separated into four different groups (A, B, C and D). After which, all remaining teams will be randomly placed in each group to make up 5 teams per group. The 20 Semi-finalist teams will then present their business plans to their respective panel of judges, from whom they will receive oral and written feedback - see Section VIII. The winner of each group will immediately proceed to the Final Round.

3.6. Play-off Round:

Morning and afternoon of Sunday March 7th, 2021. The second and third ranked teams from each group (A-D) will be offered a second chance with a different panel of judges. The second ranked teams from groups A and C and the third ranked teams from groups B and D will form a group of four to compete for a seat in the Final Round. Similarly, the third ranked teams from groups A and C and the second ranked teams from groups B and D will also compete for a chance to join the Final Round.

3.7. Sustainability Award Round:

Afternoon session of Monday March 8th, 2021. After the 20 Semi-finalists' Written Business Plans, Virtual Venture Exhibits, and presentations have all been reviewed, 4 teams will be chosen by the Sustainability Award Committee to compete for H.R.H. Princess Maha Chakri Sirindhorn's Sustainability Award and Trophy.

3.8. Final Round:

Morning and afternoon of Tuesday March 9th, 2021. The 2 Play-off Round winners will join the 4 Semi-final Round winners in the Final Round. A random sequence of teams will then present their business plans to a panel of judges, from whom they will receive oral and written feedback - see Section VIII. The winner will receive the H.M. The King's Award.

IV. FIRST ROUND PITCH DECK

The First Round requires the online submission of a Pitch Deck (in PDF format of no more than 10 slides - see [template](#) to review) using the outlined content as shown below:

1. **Venture name:** include contact info + what you are looking for.
2. **Product/Service description:** Intended benefits, proof of concept (if any), intellectual property (if any), etc.
3. **Market Opportunity:** planned target customers, estimated market size (with references), go-to market strategies, etc.
4. **Market Problem:** What is the problem? Who has it? How many? How do you know? Show that there is a big need and therefore a big opportunity.
5. **Solution:** What is the solution? Who is the target segment? How will it solve the problem? Show your prototype/image/proof and present the **value proposition** for your clients.

6. **Plans and Milestones:** Convince the audience with your vision. Show your short-term and long-term plans, including “product development plans”, and “business strategy plans”. What are the major milestones reached so far? What are the barriers preventing you from moving forward?
7. **Management Team:** Show your team members with their qualifications and past experiences, as well as your advisors and investors. Convince the audience that you are the right team to deliver this solution and solve this issue.
8. **Validation and Traction:** Include your KPIs (Key Performance Indications), press coverage, partnerships, awards, customer success stories/testimonials, etc.
9. **Finance:** Show your revenue model (how are you going to make money?), sales/revenue projection (chart or table), NPV/IRR for investors, as well as other relevant financial data.
10. **Sustainability:** Include how your venture has holistically internalized sustainability principles, both strategically and in practice. The balance between environmental, social, and economic impact of your venture can indicate your sustainability.

All topics from the template must be included in the submitted Pitch Deck.

All currencies must be stated in US Dollars.

There will be **2% deductions** from the First Round score for each violation of the rules above.

V. WRITTEN BUSINESS PLAN

1. The business plan and appendices must **NOT** exceed 12 pages (**including** the cover page, executive summary, contents page, appendices, spreadsheets, illustrations, page breaks, etc.).
2. The main portion of the Written Business Plan must **NOT** exceed 8 pages of text and graphics (**excluding** the cover page, executive summary, contents page, and appendices). Detailed spreadsheets and other supporting data/documents should be in the appendices.
3. The Written Business Plan must be typed, professionally formatted, and comfortable to read (1.5 line spacing and size 12 font with 1-inch margins are recommended).

All currencies must be stated in US Dollars.

There will be **2% deductions** from the Written Business Plan score for each violation of the rules above.

VI. PRESENTATIONS

1. Formal Oral Presentations (Presentation + Q&A) are required from every team in the relevant rounds for **both** the Thailand and Global competitions (**TH:** SAA Coaching, Semi-final, and Final Rounds; **GL:** Semi-final, Play-off, Sustainability Award and Final Rounds).
2. **All** team members must participate in the Formal Oral Presentation. A venture that does not conform to this rule above will have **10% deducted** from the total presentation score in the relevant round
3. For the **Semi-final Rounds (both Thailand and Global)**, each team is required to give a 10-minute presentation, followed by a 15-minute Q&A session with the judges.
4. For the **Play-off Rounds (Global only)**, each team is required to give a presentation within 25-minutes, during which judges may ask questions at any time after 5 minutes has passed.
5. For the **Sustainability Award Round (Global only)**, each team is required to give a presentation within 25-minutes, during which judges may ask questions at any time after 5 minutes has passed.
6. For the **Final Round**, each team is required to give a presentation within 30-minutes, during which judges may ask questions at any time after 5 minutes has passed.

7. For the Thailand Competition, a team that has finished its presentation may observe both the presentations and Q&A sessions of another team it precedes.
 - 7.1. Semi-final Round teams that have not given their presentations may **NOT** observe the Q&A sessions of any other teams in their own group.
 - 7.2. Final Round teams that have not given their presentations may **NOT** observe the presentations of any other teams in their own group.
8. TIME LIMITS WILL BE **STRICTLY ENFORCED**.

VII. VENTURE EXHIBIT

Teams accepted into the Semi-final Round will be provided with their own Venture Exhibit, where the teams must submit the contents of the exhibit once they have confirmed their place. This includes:

1. Full and official names of the venture and their represented institution.
2. High-resolution .ai (Adobe Illustrator) files of the logos of the venture (if available) and the represented institute.
3. Synopsis of the venture (50-70 words, 2-3 sentences).

The booth space for Thailand Competition* = W 1.5 m x L 1.0 m x H 2.4 m - total area of 1.5 square meters. Additional materials relevant to the venture may be displayed if they remain in your own designated areas.

The Venture Exhibit will contribute to the judging criteria of the main presentation rounds, therefore at least one team member is required to stay by their display at designated times. The “Startup Showcase” prize will be awarded to the team that is most able to attract potential investors to their Venture Exhibit space, and is most effective in conveying the investment opportunity in a clear, concise, and enthusiastic manner.

The Organizer will **NOT** be responsible for the procurement of materials, their damages, delivery, and recovery should they be lost.

*Subject to change until the end of January 2021.

VIII. JUDGING CRITERIA

The judging criteria will be heavily weighted on the commercial potential of the business and the credibility of the stated claims, projections, and assumptions. Whilst new-to-the-world products/inventions are not necessary, teams should clearly demonstrate the competitive advantage of their product or service, which may include intellectual property protection issues.

Judges look more favorably upon growth-oriented businesses catering to large markets.

Each round will be evaluated via the following:

1. The First Round will be **solely** evaluated on the submitted Pitch Deck and (optional) Video Pitch.
2. The Semi-final Round will be evaluated on the submitted Written Business Plan (40%) and overall Business Viability (60%), as expressed in the Formal Oral Presentation and Venture Exhibit.

3. For the **Global** Competition, the Sustainability Award Round will be evaluated on the submitted Written Business Plan (40%) and overall Business Viability (60%), as expressed in the Formal Oral Presentation and Venture Exhibit.
4. For the **Thailand** Competition, the Final Round will be **solely** evaluated on overall Business Viability, as expressed in the submitted Written Business Plan, Formal Oral Presentation and Venture Exhibit.
5. For the **Global** Competition, the Play-off and Final Rounds will be **solely** evaluated on overall Business Viability, as expressed in the submitted Written Business Plan, Formal Oral Presentation and Venture Exhibit.

The winning team from each group/round will be derived from the sum of the judges' ranking for each team. Should there be any ambiguity from this method, the total raw scores will be used to determine the winner.

In all cases, the judges' decisions are final.

IX. KEY DATES

First Round:

- Online Application opens on **December 1st, 2020**
- Pitch Deck (mandatory) and 60-second Video Pitch (optional) due on **January 3rd, 2021**
- Qualified teams informed of their place in Semi-final Round on **January 19th, 2021**
- Intention to participation for the Semi-final Round due on **January 24th, 2021**
- Press Conference and Semi-final Round Draw announcement on **February 4th, 2021**

Thailand Competition – Semi-final and Final Rounds:

- Full Written Business Plan due on **February 12th, 2021**
- Presentations on **February 19th – 20th, 2021**
- Venture Exhibits on **February 19th – 20th, 2021**

Global Competition – Semi-final, Play-off, Sustainability Award, and Final Rounds:

- Full Written Business Plan due on **February 12th/24th, 2021**
- SAA Network Coaching Round on **March 1st – 2nd, 2021**
- Presentations on **March 3rd – 9th, 2021**
- Virtual Venture Exhibits on **March 3rd – 9th, 2021**