

# SCG BANGKOK BUSINESS CHALLENGE @ SASIN 2020

## OFFICIAL RULES AND REGULATIONS

(EDITED 12 FEB 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 current academic year 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. The venture size, in terms of proposed funding ask from outside investors (not yet received), 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 marks deducted** from the total score of 100 marks.
3. All currencies used throughout the competition must be in US Dollars only
4. In all cases, the judges' decision is final.

### II. TEAM ELIGIBILITY

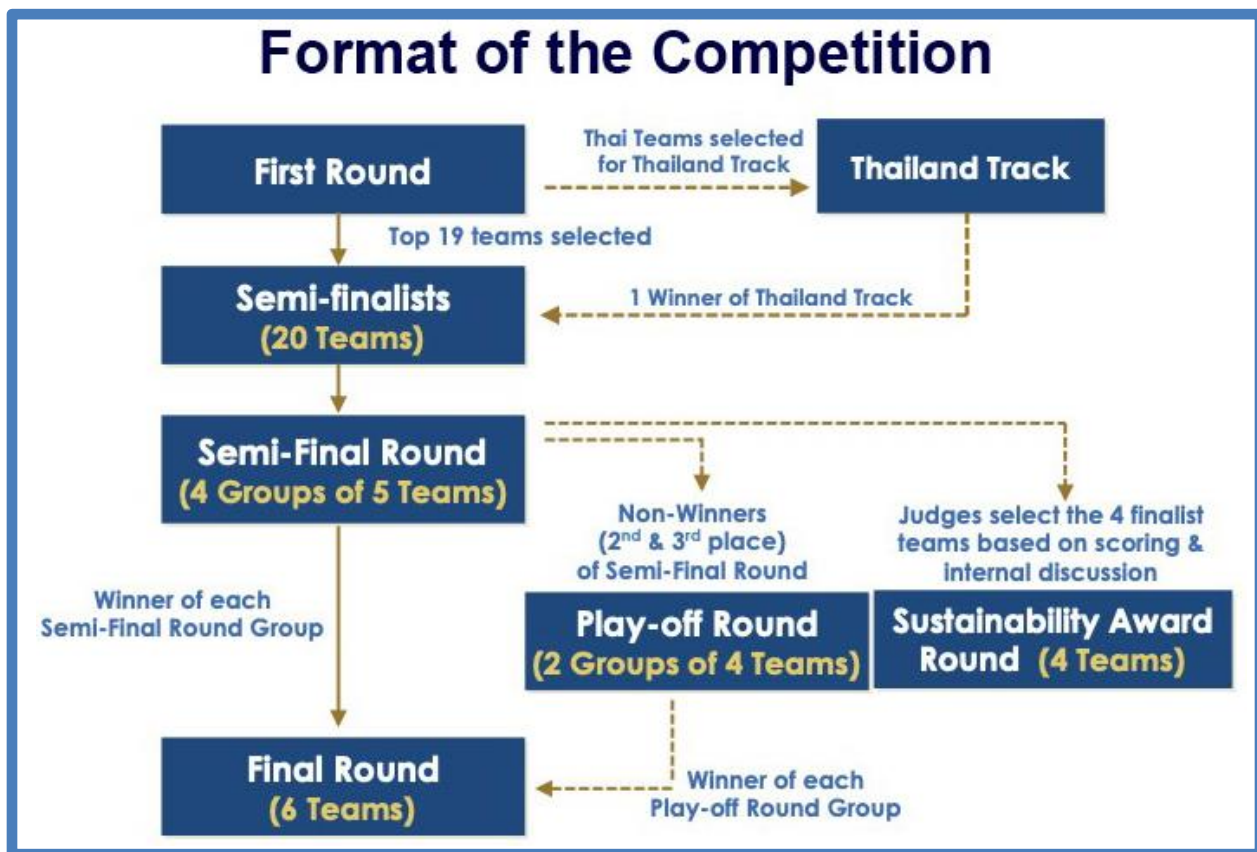
1. All full-time and part-time undergraduate **and** postgraduate students are eligible to participate.
2. Each team must contain **TWO** to **FIVE** members in total (excluding the faculty advisor).
3. Each team may have **ONE** non-student member in the team essential to the venture.
4. Each team must have the support of a faculty advisor from the institution the team represents.
5. Should a team of students from multiple institutions wish to represent more than one institution, consent is required from a faculty advisor from each of the represented institution.

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

1. **First Round:** Online application opens at 09:00hrs. (Bangkok Time) on Tuesday October 22<sup>nd</sup>, 2019. All submissions must be uploaded to <http://bbc.sasin.edu> by 23:59 hrs. (Bangkok Time) on Thursday December 5<sup>th</sup>, 2019.
  - 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 Thursday December 5<sup>th</sup>, 2019 (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. Late submissions will **NOT** be accepted.
  - 1.2. Each team may also submit a web link (URL) to a 60-second Video Pitch (optional) previously uploaded to YouTube, with access given to the organizers. This is optional, but highly encouraged by the judging panel.
  - 1.3. Based on the submitted Pitch Decks and optional Video Pitch, the top 19 teams will proceed to the Semi-Final Round, while 6 additional teams representing academic institutions in Thailand will proceed to the Thailand Track Round, both of which are held in Bangkok, Thailand. The winner of this Thailand Track Round will then join the 19 other teams in the Semi-Final Round.

- 1.4. Selected teams and their faculty advisors will be individually notified via email on Friday December 20<sup>th</sup>, 2019. Each team member and advisor must then confirm his or her Intention of Participation by replying to [bbc@sasin.edu](mailto:bbc@sasin.edu) by Tuesday December 24<sup>th</sup>, 2019.
- 1.5. Each of the 25 qualified and participating teams (Semi-Final and Thailand Track Rounds) will need to submit a full Written Business Plan in PDF format to [bbc@sasin.edu](mailto:bbc@sasin.edu) by 23.59 hrs. (Bangkok time) on Saturday February 1<sup>st</sup>, 2020.
- 1.6. 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 April 23<sup>rd</sup>, 2020. 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 until Wednesday April 29<sup>th</sup>, 2020, or at least 5 days from the moment of notification, to submit their full Written Business Plan.
- 1.7. 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.
- 1.8. In the event of overwhelming demand from teams representing academic institutions in Thailand, we reserve the right to introduce a qualifying round to the Thailand Track component of the competition. Should this eventuality be realized, teams will be notified and invited to participate in said qualifying round on the morning of May 7<sup>th</sup>, 2020 at Sasin, using the same presentation format as that in the Thailand Track Round.
2. **Thailand Track Round:** Morning session of Friday May 8<sup>th</sup>, 2020. From the First Round, the top 6 teams representing institutions based in Thailand that previously failed to enter the Semi-Final Round will be selected to compete in the Thailand Track. These 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 will then proceed to the Semi-Final Round as the 20<sup>th</sup> team, and will be considered as a Semi-Finalist from this point onwards.
3. **SAA Network Coaching Round:** Morning session of Friday May 8<sup>th</sup>, 2020. 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.
4. **60-Second Pitching Round:** Evening session of Friday May 8<sup>th</sup>, 2020. One representative from each of the 19 Semi-Finalist teams and the 6 Thailand Track 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.
5. **Semi-Final Round:** Morning session of Saturday May 9<sup>th</sup>, 2020. 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'll receive oral and written feedback - see Section VIII. The winner of each group will immediately proceed to the Final Round.

6. **Play-off Round:** Afternoon session of Saturday May 9<sup>th</sup>, 2020. 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.
7. **Sustainability Award Round:** Afternoon session of Saturday May 9<sup>th</sup>, 2020. After the 20 Semi-Finalists' Written Business Plans, 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.
8. **Final Round:** Morning session of Sunday May 10<sup>th</sup>, 2020. 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'll 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're 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's the problem? Who has it? How many? How do you know? Show that there's a big need and therefore a big opportunity.
5. **Solution:** What's 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're 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.

Of the 100 total marks, 2 will be deducted from each violation of the stated 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.

Of the 100 total marks, 2 will be deducted from each violation of the stated rules above.

## VI. PRESENTATIONS

1. Formal Oral Presentations (Presentation + Q&A) are required from every team in the Thailand Track, Semi-Final, Play-off, and Final Rounds.
2. **All** team members must participate in the Formal Oral Presentation. Of the 100 total marks, 10 will be deducted if a team does **NOT** conform to this rule.
3. For the **Thailand Track Round**, each team is required to give a 10-minute presentation, followed by a 10-minute Q&A session with the judges.

4. For the **Semi-Final Rounds**, each team is required to give a 10-minute presentation, followed by a 15-minute Q&A session with the judges.
5. For the **Play-off Rounds**, 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 **Sustainability Award Round**, 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.
7. 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.
8. There will be approximately 5 minutes between each team's presentations for setting-up computers and audio-visual equipment.
9. A team that has finished its presentation may observe both the presentations and Q&A sessions of other team it precedes.
  - 9.1. Thailand Track and 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.
  - 9.2. Play-off, Sustainability Round, and Final Round teams that have not given their presentations may **NOT** observe the presentations of any other teams in their own group.
10. TIME LIMITS WILL BE **STRICTLY ENFORCED**.

## VII. VENTURE EXHIBIT

Teams accepted into the Semi-Final and Thailand Track Rounds 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\* = 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, as long as they remain in your own designated areas.

The Venture Exhibit will contribute to the judging criteria of the Semi-Final, Play-off, and Final 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.

\*Subject to change until the end of March 2020.

## 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 Video Pitch (if submitted).
2. The Thailand Track Round will be evaluated on the submitted Written Business Plan (40%) and overall Business Viability (60%), as expressed in the Formal Oral Presentation.
3. 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.
4. 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:

- Pitch Deck and 60-second Video Pitch due on **December 5<sup>th</sup>, 2019**
- 19 Teams informed of their place in Semi-Final Round on **December 20<sup>th</sup>, 2019**
- 6 Teams informed of their place in Thailand Track Round on **December 20<sup>th</sup>, 2019**
- Intention to participation for the Semi-final Round and Thailand Track Round due on **December 24<sup>th</sup>, 2019**
- Press Conference, Thailand Track Round, and Semi-final Round Draw on **April 23<sup>rd</sup>, 2020**

### Thailand Track, Semi-Final, Play-off, Final, and Sustainability Award Rounds:

- Full Written Business Plan due on **February 1<sup>st</sup>, 2020**
- Presentations on **May 8<sup>th</sup> – 10<sup>th</sup>, 2020**
- Venture Exhibits on **May 8<sup>th</sup> – 10<sup>th</sup>, 2020**