

**2024 National Taiwan
Normal University
Sixth Annual Startup Arena

Competition Guidelines**

March 1, 2024

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, National Taiwan Normal University Department of Technology and Engineering Master Startup Program

3 ․ Schedule and Items

Stage	Dates	Notice
Stage One Registration for the first round	Registration ends on 2024/5/27 (Mon) 5:00PM	Please visit https://forms.gle/TECzettvCfCpxkTN8 to sign up by filling the online form and uploading the 6 documents. Late submissions will not be accepted.
Announcement of the finalists	2024/6/11 (Tue)	1.The list of finalists will be posted on the website of the Incubation Center, the Facebook page of the Master Startup Program, and via email. 2.The finalist teams will be asked to provide their entry work introductions.
Professional consultation	From 2024/6/15 (Sat) to 2024/6/19 (Wed)	The teams who have entered the final round can apply for consultation with professional mentors. The contents of the consultation will include how to draft business plans and presentations.
Stage Two Finalist Info	Submission period ends on 2024/6/24 (Mon) 12:00 PM	Please send the electronic copies of finalist business plans and oral presentation to the designated link.

<p>Finals & Awards Ceremony</p>	<p>2024/6/28 (Fri)</p>	<p>The finals will be in the form of oral presentations and questions from the judges for 15 minutes (7 minutes of oral presentation, 8 minutes of questions). Details of the event (time, venue, and such) will be announced later.</p> <p>※ The organizers reserve the right to make changes to online or physical venues.</p>
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4 ․ Eligibility

1. Competing teams should include 2 to 5 people; current students in universities and colleges (including undergraduate and postgraduate students), and graduated students from the last 2 academic years (the current year and the year before, ie. 2022 and 2023) are eligible to form teams and sign up regardless of departments, years, and disciplines. Each person can only join 1 team. Over one half of the team members must be enrolled students.
2. Each team must appoint a representative as the competition 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. 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 team categories: international teams and domestic teams. Teams can sign up for the competition regardless of industry or discipline types.
2. The teams that sign up for the international category must provide English electronic versions of sign-up forms and presentation and present entirely in English during the finals. Domestic students can also sign up for the internal group.

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 questions from the judges); those who pass the first stage can proceed to the finals.

2. First round registration:

- (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 2024/5/27 5:00 PM (Mon) at <https://forms.gle/TECzettvCfCpxkTN8>. Late submissions will not be accepted. Attachments 1 to 5 should be combined into a single file named “6th_Startup_Arena_Registration Info_Team_Name”, and Attachment 6 should be named “6th_Startup_Arena_Business Plan_Team_Name.”
- (2) The list of finalists will be posted on 2024/6/11 (Tue) 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/>) and sent via emails.

3. Second Stage Finals:

- (1) Industry instructor consultation: The finalist teams can apply to the Incubation Center for industry instructors to consult about business plans and presentations; teams can also work on their business plans without consultation.
- (2) Finalist information submission deadline: The finalist teams should send the electronic copies of business plans and oral presentation (up to twenty pages) to the designated link before 2024/6/24 12:00 PM, titled “Sixth_Startup_Arena_Finalist Info_Team_Name”.
- (3) Team members should bring their identification (student ID/enrollment letter/certificate of graduation) for organizers’ examination.
- (4) 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 submitted 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, and the finals will take place on 2024/6/28 (Fri) in the form of oral presentation and questions from the judges; four teams will be selected from both the domestic and international categories to be awarded.

Criteria	Items	Percentage
Innovation	creative values	15%
Market Potential	marketing strategy, estimated value, development potential	30%
Mode of Operation	finance and resources analysis; risk management	20%
Presentation	PowerPoint design, oral expression, Q&A response	20%
Team Composition	operation goals, startup execution, 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	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	1st Place: NT60,000, Certificate of Excellence 2nd Place: NT40,000, Certificate of Excellence 3rd Place: NT30,000, 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 take full responsibility. The organizers reserve the right to revoke teams' participating and awards eligibility; if the awards have been claimed, 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 members, the team should take full responsibility; 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 eligibility.
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

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

Ms. Fang, Tel: (02)7749-5675

E-mail : alinafang@ntnu.edu.tw

2024 National Taiwan Normal University Sixth Annual Startup Arena Registration Form

Application Information						
Team Name						
Category	<input type="checkbox"/> Domestic Group <input type="checkbox"/> International Group (Must participate in the event entirely in English)					
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 the phone number and email currently 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.

2024 National Taiwan Normal University
Sixth 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	

2024 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)		

2024 National Taiwan Normal University
Sixth 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.

2024 National Taiwan Normal University

Sixth Annual Startup Arena Personal Data Consent Form

The personal data acquired by the organizers will only be used in the operation of the Sixth Annual Startup Arena; the collection, handling, and use are in accordance with 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 the 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) Stop the collection, process, or use of the 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

2024 National Taiwan Normal University Sixth Annual Startup Arena Team Commitment Letter

The Team _____ have read the 2024 National Taiwan Normal University Sixth Annual Startup Arena Competition Guidelines :

1. The startup team (the undersigned), to join the 2024 National Taiwan Normal University Sixth 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 authorize 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 guarantees that all data is 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:

YYYY/MM/DD

2024 National Taiwan Normal University

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Authorization Consent Form

The team _____ participating in the 2024 National Taiwan Normal University Sixth 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)

yyyy/mm/dd

2024 National Taiwan Normal University

Sixth Annual Startup Arena

First Stage Presentation

※ **【Note】** There are no fixed formats for the presentation; electronic copies should be submitted in PDF format, titled “Sixth 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