

2026 National Taiwan Normal University
8th Annual Startup Arena

Competition Guidelines

March, 2026

A. Objectives

This competition is designed to foster entrepreneurial mindsets by encouraging students to develop collaborative business plans. It provides an interdisciplinary platform for participants to apply theoretical knowledge to creative startup execution. Through mentorship from industry experts and professional judges, the event ensures that all contestants gain a comprehensive and practical understanding of entrepreneurship.

B. Organizers

Advisor: Ministry of Education

Organizers: NTNU Innovation and Incubation Center | Department of Technology and Engineering Master Startup Program

C. 2026 NTNU Startup Arena Timeline

Stage	Dates	Note
Stage One Registration & Submission (Preliminary Round)	Deadline 2026/5/25 (Mon.) 5:00PM	Registration & online submission link (https://forms.gle/78Wwf4zdpBiN5eHX7) Please complete the six required documents and upload them to the registration portal . Late submissions will not be considered.
Preliminary Results Announcement	2026/6/02 (Tue.)	Finalists will be announced on the Innovation & Incubation Center website and notified by email.
Stage Two Finals Information	2026/6/22 (Mon.) 12:00 PM	Finalists are requested to upload their final presentation slides to the official submission link by the specified deadline.
Final Pitch & Awards Ceremony	2026/6/25 (Thu.)	Finals Evaluation Each finalist team will have 15 minutes in total: • Presentation: 7 minutes • Judge Q&A: 8 minutes Full event details (agenda, venue, etc.) will be released soon. ※ The organizers reserve the right to modify the venue or transition to an online format.

D. 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, i.e. 2025 and 2026) 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 designate one representative as the main contact person. It is the representative's responsibility to stay updated on all official competition correspondence.
3. Teams are not required to have an advisor. If included, only one advisor per team is permitted, and they will not be considered a team member.
4. Teams that have already registered a company or established a preparatory office are ineligible for the competition.

E. Competition Tracks

1. This competition is divided into two tracks: **International** and **Domestic**. Participation is open to all teams regardless of industry or academic discipline.
2. Teams entering the **International Track** must submit all application materials and presentation slides in English. Furthermore, the final oral presentation and Q&A session must be conducted **entirely in English**. Domestic students are also welcome to compete in the International Track.

F. Participation Regulations

1. Competition Stages:

The competition consists of two stages:

- (i) **Stage 1: Preliminary Evaluation** – A desk review of submitted documents.
- (ii) **Stage 2: The Final Round** – Includes a comprehensive business plan review, an oral presentation, and a Q&A session with the judges. Only teams that pass the preliminary evaluation will advance to the finals.

2. Stage 1, Registration & Submission:

Participating teams must complete the **online registration** and upload all required materials to the **[official submission portal](https://forms.gle/78Wwf4zdpBiN5eHX7)** (<https://forms.gle/78Wwf4zdpBiN5eHX7>) before 2026/5/25 (Mon.), 5PM.

(i) Required Application Documents:

- a. Team Registration Form
- b. Enrollment Letter/Certificate of Graduation/Identification
- c. Personal Data Consent Form (Separate signatures are required from all team members.) or Personal Data Consent Form

(Advisor)

- d. Letter of Commitment
- e. Letter of Authorization for Content and Media Use
- f. Preliminary Proposal

Submission Formatting & Naming Conventions:

- **Appendices 1 to 5:** Please merge these into a **single PDF file**.
- **File Name:** 8th_Startup_Arena_Registration_Data_[Team Name]
- **Appendix 6: File Name:**
8th_Startup_Arena_Preliminary_Proposal_[Team Name]

Late submissions will not be accepted.

- (i) Preliminary results will be posted on 2026/6/2 (Tue.) on the website of the [NTNU Innovation and Incubation Center](https://www.acad.ntnu.edu.tw/zh_tw/iic/6news) (https://www.acad.ntnu.edu.tw/zh_tw/iic/6news) and notified by email.

3. Stage 2, Final Round Submission & Requirements

- (i) Final Materials Submission
Teams advancing to the finals must upload their **Oral Presentation slides** (maximum **20 slides**) to the designated link by **12:00 PM (GMT+8) on Monday, June 22, 2026**.
 - **File Naming Convention:**
8th_Startup_Arena_Finals_Data_[Team Name]
- (ii) Identity Verification
On the day of the finals, all participants must bring the **original copies** of their identification (National ID/ ARC ID or Student ID) for verification by the organizing committee.
- (iii) Mandatory Attendance
A minimum of **two team members** must be present to participate in the Final Round.

G. Evaluation Criteria

1. Preliminary Phase

The evaluation will be conducted via a **desk review** of submitted documents. The **judging panel**, composed of industry experts and academic scholars appointed by the organizers, will select **10 to 20 teams** to advance to the final round.

Criteria	Details	Percentage
Innovation	clear and creative ideals	20%
Market Analysis	market analysis and demand suitability	30%
Business Strategy	marketing strategy, operation modes, market potential, sustainability	30%
Completion	completion and clarity of the business plan	20%

2. Final Pitch

The judging panel, comprising industry experts and academic scholars appointed by the organizers, will conduct the oral presentations and judicial inquiry on Thursday, June 25, 2026.

Criteria	Details	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	Presentation design, oral expression, Q&A response	20%
Team Composition	operation goals, startup execution, team cooperation	15%

H. Awards

Teams will be ranked according to their overall scores. The organizers reserve the option to withhold awards if the submissions do not meet evaluation criteria.

Category	Awards
Domestic Teams	1st Place: TWD 30,000, Certificate of Excellence 2nd Place: TWD 20,000, Certificate of Excellence 3rd Place: TWD 10,000, Certificate of Excellence Merit Award: Certificate of Excellence
International Teams	1st Place: TWD 60,000, Certificate of Excellence 2nd Place: TWD 40,000, Certificate of Excellence 3rd Place: TWD 30,000, Certificate of Excellence Merit Award: Certificate of Excellence

I. Important Notes

By completing the registration, participating teams acknowledge that they have read, understood, and agreed to the following terms. Teams shall bear full responsibility for any disputes arising from a failure to comply with these regulations. The organizers reserve the right to disqualify any team or revoke any awards at their sole discretion. If awards have already been distributed, the organizers reserve the right to reclaim them in full.

1. **Academic Integrity:** Any illegal actions, including but not limited to plagiarism, ghostwriting, or infringement of intellectual property rights, will result in immediate disqualification. If proven true, the organizers reserve the right to revoke the team's participation and awards. The participating team shall bear all associated legal consequences.
2. **Respect for Adjudication:** Participating teams must respect all final decisions made by the judging panel.
3. **Intellectual Property (IP):** While the IP rights of the submitted materials remain with the participating teams, teams must grant the university a non-compensated, perpetual license to use the data for promotional, recording, and exhibition purposes.
4. **Data Accuracy & Submission:** Teams must guarantee the accuracy of all submitted information. The organizers are not responsible for any negative impact caused by incorrect data or delayed submissions. Please note that submitted materials will not be returned.
5. **No Changes to Team Composition:** Once registration is complete, the team membership cannot be altered.

6. **Compliance with Regulations:** Completion of the registration process signifies full acceptance of all competition rules. In the event of any infractions, the organizers reserve the right to revoke a team's eligibility without further notice.
7. **Competition Prizes & Tax Regulations**
- (i) Prize Distribution: In principle, prize money will be processed upon the signing of a receipt on the day of the finals. If a recipient is unable to complete the signing on-site, they must fulfill the required procedures within the deadline specified by the organizers.
 - (ii) Payment Method: Recipients must provide bank or post office account details for wire transfer. Any transaction fees incurred will be deducted from the prize amount. Please note that the disbursement process typically takes 1 to 2 months.
 - (iii) Tax Withholding (Domestic): In accordance with the Income Tax Act of Taiwan, a 10% income tax will be withheld by the university for any single payment amounting to NT\$20,000 or more.
 - (iv) Tax Withholding (International/Non-Residents): According to Taiwan tax regulations, if a winner is a foreign national who has resided in Taiwan for fewer than 183 days within the tax year (non-resident), a 20% income tax will be withheld. Those who have resided in Taiwan for 180 days or more (resident) will be subject to the same tax rates as domestic citizens.
8. **Final Provisions**
- The organizers reserve the right to interpret, modify, or terminate the contents of these regulations. Any matters not covered herein shall be handled at the sole discretion of the organizing committee.

J. Contact Information

Innovation & Incubation Center

Office of Research and Development (ORD)

National Taiwan Normal University (NTNU)

Mr. Kung, Tel.: +886-2-7749-5675

Email: ntnu.ustart@gmail.com

2026 National Taiwan Normal University

8th Annual Startup Arena

Team Registration Form

Application Information						
Team Name						
Category	☐ Domestic Teams ☐ International Teams (Note: Must participate in the event entirely in English)					
Team Member (Additional rows can be added)	Full Name		Status	Contact		
	Representative		☐ Graduated : ____ Academic Year ☐ Enrolled (Bachelor, Master, and Doctoral)	Tel.		
				E-mail		
	Member 1		☐ Graduated : ____ Academic Year ☐ Enrolled (Bachelor, Master, and Doctoral)	Tel:		
				E-mail		
	Member 2		☐ Graduated : ____ Academic Year ☐ Enrolled (Bachelor, Master, and Doctoral)	Tel.		
				E-mail		
	Member 3		☐ Graduated : ____ Academic Year ☐ 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) **Contact Information:** Please provide a frequently used email address and phone number. The organizers will use these for all official competition notifications.
- (2) **Finality of Submission:** Once the registration is confirmed and submitted, no further modifications will be permitted.
- (3) **Data Privacy:** Personal information collected in this form will be used exclusively for purposes related to the administration of this competition

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【For Enrolled Students Only】

*** All fields are mandatory.**

Team Name			
Full Name		DOB	YYYY/MM/DD
National ID No. OR ARC ID No.		Gender	☐ Male ☐ Female
College/ Department		Grade	☐ Bachelor ☐ Master ☐ Doctoral
Contact	Tel.		
	E-mail		
Please place a clear scan or photo in the boxes below. (1)Copy of your ID Card or ARC ID Card			
(FRONT)		(BACK)	
Please place a clear scan or photo in the boxes below. (2)Copy of Student ID Card <i>Note: Student IDs must be validated with a registration stamp for the current semester or accompanied by an official certificate of enrollment.</i>			
(FRONT)		(BACK)	

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【For Graduates Only】

* All fields are mandatory.

Team Name			
Full Name		Date of Birth	YYYY/MM/DD
National ID No. ARC ID No.		Gender	☐ Male ☐ Female
College/ Department (Graduated)		Year of Graduation	Academic Year
Contact	Tel.		
	E-mail		
Please place a clear scan or photo in the boxes below. (1)Copy of your ID Card or ARC ID Card			
(FRONT)		(BACK)	

2026 National Taiwan Normal University

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【For Graduates Only】

*** All fields are mandatory.**

**Please place a clear scan or photo in the boxes below.
(2) 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.*

2026 National Taiwan Normal University 8th Annual Startup Arena

Personal Data Consent Form (Team member)

The Innovation and Incubation Center of the Office of Research and Development at National Taiwan Normal University (hereinafter referred to as "the Center") is organizing the 2026 8th Startup Arena (hereinafter referred to as "the Competition"). In accordance with the Personal Data Protection Act (PDPA), we hereby inform you of the following matters:

1. Purpose and Categories of Personal Data Collection:

- (i) Purpose of Collection: Personal data is collected for the administration of the Competition, including participant management, identity verification, statistical analysis, competition project closure, and other business activities directly related to this Competition.
- (ii) Categories of Personal Data: The personal data collected includes, but is not limited to: name, date of birth, telephone number, university department/major, national identification number (Alien Resident Certificate number or passport number), email address, and other identification documents that may directly or indirectly identify the individual.

2. Period, Area, Target, and Method of Personal Data Use:

- (i) Period: Personal data shall be retained and used for a period of five years following the conclusion of the Competition, or until the original purpose of collection no longer exists or the statutory retention period expires.
- (ii) Area: Within the territory of the Republic of China (Taiwan).
- (iii) Target (Recipients): The organizing body (Innovation & Incubation Center, ORD, NTNU) and relevant competition partners/collaborating organizations.
- (iv) Method: Personal data will be processed and utilized via electronic or physical (paper-based) formats.

3. Your Rights and How to Exercise Them:

In accordance with the **Personal Data Protection Act (PDPA)**, you may exercise the following rights regarding your personal data held by the Center:

- (i) Right to Access or Review: You may inquire about or request to review your personal data.
- (ii) Right to Copy: You may request a duplicate copy of your personal data.
- (iii) Right to Rectify: You may request to supplement or correct your personal data.
- (iv) Right to Suspend Processing: You may request the cessation of data collection, processing, or utilization.
- (v) Right to Delete: You may request the deletion of your personal data.

How to Exercise These Rights: To exercise any of the above rights, please contact the **Innovation and Incubation Center** in writing or via email (contact details are the same as those provided in the Competition Regulations).

4. You may freely choose whether or not to provide your personal data. However, please be advised that if you decline to provide the required information, you will be **unable to complete the registration** for the Competition, participate in subsequent stages, or access related services.
5. Promotional and Media Rights:

- (i) Competition Promotion: For the purpose of promoting the Competition, the Center reserves the right to photograph, report on, review, and publish the works submitted by participating teams.
- (ii) Portrait Rights and Media Consent: The undersigned (participant) hereby consents to the Center capturing, recording, and filming their personal portrait, image, and voice during the Competition. The participant authorizes the Center and its authorized third parties to use, edit, reproduce, and publicly transmit such audiovisual materials for non-commercial purposes (including but not limited to print media, websites, and social media) for event documentation, results exhibition, and promotional marketing. If you do not consent to the public use of your portrait or likeness, please notify the Center in writing or via email (using the contact details in Section 3) during registration or prior to the event. The Center will take appropriate measures (such as avoiding capture or applying blurring effects) accordingly.

Any matters not covered in this Consent Form shall be handled in accordance with the **Personal Data Protection Act (PDPA)** and other relevant laws and regulations of the Republic of China (Taiwan).

☐ I have read this consent form and I understand and agree to its content.

The Undersigned:

(Signature)

YYYY/MM/DD

2026 National Taiwan Normal University 8th Annual Startup Arena

Personal Data Consent Form (Advisor)

The Innovation and Incubation Center of the Office of Research and Development at National Taiwan Normal University (hereinafter referred to as "the Center") is organizing the 2026 8th Startup Arena (hereinafter referred to as "the Competition"). In accordance with the Personal Data Protection Act (PDPA), we hereby inform you of the following matters:

1. Purpose and Categories of Personal Data Collection
 - (i) Purpose of Collection: Personal data is collected for the administration of the Competition, including participant management, identity verification, statistical analysis, competition project closure, and other business activities directly related to this Competition.
 - (ii) Categories of Personal Data: The personal data collected includes, but is not limited to: name, affiliated organization/unit, job title, contact information (telephone, email), and other information that may directly or indirectly identify you.
2. Period, Area, Target, and Method of Personal Data Use:
 - (i) Period: During the operational period of the Competition and any subsequent period necessary to achieve the aforementioned purposes.
 - (ii) Area: Within the territory of the Republic of China (Taiwan).
 - (iii) Target (Recipients): The organizing body (Innovation & Incubation Center, ORD, NTNU) and relevant competition partners/collaborating organizations.
 - (iv) Method: Personal data will be processed and utilized via electronic or physical (paper-based) formats.
3. Your Rights and How to Exercise Them

In accordance with the PDPA, you may exercise the following rights regarding your personal data:

 - (i) Right to access or review;
 - (ii) Right to request a duplicate copy;
 - (iii) Right to supplement or rectify;
 - (iv) Right to request the cessation of collection, processing, or utilization;
 - (v) Right to request deletion.

To exercise these rights, please contact the Center in writing or via email (contact details are the same as those provided in the Competition Regulations).
4. You may freely choose whether or not to provide your personal data. However, please be advised that if you decline to provide the required information, the Center will be **unable to record or recognize your role as an advisor** for this Competition.
5. Any matters not covered in this Consent Form shall be handled in accordance with the **Personal Data Protection Act (PDPA)** and other relevant laws and regulations of the Republic of China (Taiwan).
☐ I have read this consent form and I understand and agree to its content.

Advisor:

(Signature)

YYYY/MM/DD

2026 National Taiwan Normal University 8th Annual Startup Arena

Letter of Commitment

Our team, _____ [Team Name], has thoroughly read and understood the official regulations and relevant guidelines of the **2026 8th Startup Arena** organized by National Taiwan Normal University (NTNU).

1. **Originality of Concepts and Technology:** The undersigned team (hereinafter referred to as "the Team"), in participating in the **2026 8th Startup Arena**, hereby declares that the proposed "concepts and technologies for evaluation" are original works of the Team and have not been plagiarized from any other sources. The Team agrees to comply with all competition regulations.
2. **Intellectual Property (IP) Guarantee:** The Team guarantees that it owns or has the legal right to use the intellectual property associated with the proposed "concepts and technologies." The Team further guarantees that the submission does not infringe upon the intellectual property rights of any third party. If any part of the submission is subsequently proven to be plagiarized, the Team shall be immediately disqualified, and all prize money must be returned to the organizers in full.
3. **Accuracy of Information:** The Team guarantees that all information provided is true and accurate. The Team accepts full legal responsibility for any discrepancies or incorrect data submitted.

To

- Innovation and Incubation Center, Office of Research and Development, National Taiwan Normal University
- Master Startup Program, College of Technology and Engineering, National Taiwan Normal University

Undersigned Signatures

Representative: (Signature)

National ID No.:

Tel.:

Team Member: (Signature)

National ID No.:

Tel.:

Team Member: (Signature)

National ID No.:

Tel.:

Team Member: (Signature)

National ID No.:

Tel.:

Team Member: (Signature)

National ID No.:

Tel.:

YYYY/MM/DD

2026 National Taiwan Normal University 8th Annual Startup Arena

Letter of Authorization for Content and Media Use

Our team, _____[Team Name], participating in the **2026 8th Startup Arena** organized by the Innovation and Incubation Center of the Office of Research and Development at National Taiwan Normal University (NTNU), hereby agrees to authorize the use of our submitted competition proposal to the NTNU Innovation and Incubation Center and the NTNU Master Entrepreneurship Program. The terms of authorization are as follows:

1. **Non-Commercial and Educational Use:** The Team agrees to authorize the use of the competition proposal titled: _____[Project Title] to the NTNU Innovation and Incubation Center and the Master Entrepreneurship Program for non-profit, promotional, and academic teaching purposes.
2. **Rights to Award-Winning Proposals:** The Team agrees to grant the organizers and their designated third parties a royalty-free, perpetual, and unrestricted license to reproduce, distribute, publish, publicly display, publicly broadcast, and publicly transmit the award-winning proposals in various formats, including but not limited to microfilm, CD-ROM, and digital media. The Team further agrees not to exercise moral rights (including patent and copyright moral rights) against the organizers or their designated third parties.
3. **Audiovisual and Media Consent:** The Team agrees to cooperate with the organizers' requirement for audio and video recording throughout the competition. The Team grants the organizers a royalty-free, perpetual, and worldwide license to use the uploaded photos, text, and outcomes (including portrait rights and copyrights). The organizers may reproduce, adapt, publicly transmit, publicly display, and publicly publish these materials without restriction on location, time, frequency, or method.
4. **Governing Law:** Any matters not covered in this Authorization shall be handled in accordance with the **Copyright Act** and other relevant laws and regulations of the Republic of China (Taiwan).

To

- Innovation and Incubation Center, Office of Research and Development, National Taiwan Normal University
- Master Startup Program, College of Technology and Engineering, National Taiwan Normal University

Undersigned Signatures

Advisor: (Signature)

Representative: (Signature)

Team Member: (Signature)

Team Member: (Signature)

Team Member: (Signature)

Team Member: (Signature)

YYYY/MM/DD

2026 National Taiwan Normal University 8th Annual Startup Arena

Preliminary Proposal

Team Name:

Project Title:

※ 【Note】 Please upload your proposal as a **PDF file**.

- File Naming Convention: “8th Startup Arena_Preliminary Proposal_Team Name”,
- Page limit: Maximum **20 pages** (excluding the cover page, references, and appendices),
- Outline: The following outline is provided for reference purposes only.

1. Business Concept Description
2. Product and Service Introduction
 - 2.1 Product or Service Details
 - 2.2 Target Market
3. Market Study
 - 3.1 Industry Overview and Background Analysis
 - 3.2 Market Scale and Trend
 - 3.3 Potential Market and Competitor Analysis
4. Core Operational Competency
 - 4.1 SWOT Analysis
 - 4.2 Corporation Core Value
 - 4.3 Investment Scale and Marketing Strategy
5. Finance Plan
 - 5.1 Pro Forma Income Statement
 - 5.2 Pro Forma Balance Sheet
6. Future Expectations and Conclusion
 - 6.1 Potential Risk
 - 6.2 Future Goals
 - 6.3 Conclusion
7. Reference
8. Attachments