



Innovation & Technology Incubation Programme (ITIP) 創新及科技培育計劃
PolyU-IDT Innovative Entrepreneur Contest
理大萬威科技創業家擂台陣

Rules and Guidelines

Submission of Executive Summaries:
 Due by 5:30pm, Monday, 6 October 2003.

- At the time of submission in person, your full set of document should include:
 - Executive Summary Registration Form - containing signatures of all team members acknowledging agreement and compliance with the Contest's rules
 - An Executive Summary of your idea
 - Brief resume of team members
- Please provide ONE copy of your submission in a sealed envelope and deliver it to the Partnership Development Office located at R1007, 10/F, Shirley Chan Building, PolyU.
- Executive Summary of business idea should not be more than 3 pages long and provide a brief outline of your team's business idea. These executive summaries will be judged and successful teams will be selected to proceed to the business plan phase of the First Round of Contest.
- Executive summaries will be judged primarily on :
 - whether it has clearly identified technology/potential/idea that has competitive edge
 - viability of the development concept
 - market potential and estimated market size
- Each Executive Summary should contain the following:

Business Concept Overview - Description of the business concept, including business model and the commercial viability of that model.

Target Market - Description of the market, including industry and competitive analysis, identification of customer and discussion regarding ability to create barriers to entry and achieve sustainability.

Product or Service - Description of the value proposition of the product/service, its differentiation and source of sustainable competitive advantage (i.e. innovative idea, cost effectiveness & etc.). Briefly mention the competitive environment. Why is your business idea significantly different or better than the one currently exists?

Team Resume - Attach a brief resume of each team member highlighting any extra-curriculum activities, significant achievement & involvement in past projects and respective skills each will bring into the business.

Navigation Menu:
 Home • Introduction • Competition Details • Rules and Guidelines • Terms and Conditions • Frequently Asked Questions • Resources • News • Events and Training • Sample Business Plan Outline • Executive Summary Registration Form • Contact Us •

Keyword Search

Submission of Business / Development Plan entries

Due by 5:30pm, Friday, 6 February 2003.

- Please provide ONE copy of your submission in a sealed envelope and deliver it to the Partnership Development Office located at R1007, 10/F, Shirley Chan Building, PolyU.
- The business plan should include:
 1. Business Plan including an Executive Summary
 2. Brief team member resume
 3. Any drawings/prototype to demonstrate your technology/product/service
- Business Plan should not exceed 35 pages including text, graphics and appendices.
The Plan should present the following:
 1. expansion of concepts outlined in the Executive Summary
 2. financial projections, including cash flow projection and budget analysis
 3. other analysis, as appropriate (i.e. Break even analysis)
 4. description of the technology/product/service model or prototype, if appropriate
- The Executive Summary should address the following issues:
 1. Your business idea or concept
 2. The product/service
 3. The target market size and customers
 4. Your competitive advantage
 5. Barriers to entry for competitors
 6. Estimated year of breakeven profitability
 7. Three years of estimated revenues and net income
 8. Your funding and resource requirement

Presentation to Judges

Date : Saturday, 6 March 2003.

- After submitting their business / development plans, each Category Judging contesting team will be asked to present their business concepts to the Judging Panel which includes experienced entrepreneurs, venture capitalists, financial or other professionals. Each team will have 15-20 minutes to present their case and to answer questions from the Judging Panel. The event will not be open to the public nor any person outside the Judging Panel.
- The presentation can take the form of overhead slides or PowerPoint presentation.
- All submitted business plans shall be available for collection after judging.

- Contestants will receive either verbal or written feedback.