



INNOVATEChina 2013

Handbook



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INNOVATEChina

Established in 2008, INNOVATEChina is the global business competition hosted by the current class of MBA students of China Europe International Business School (CEIBS), one of the leading business schools in the world (ranked 15th in the 2013 Financial Times MBA rankings).

Students from top global business schools are invited to take part in a business competition, in which tomorrow's innovators are discovered. Through intense teamwork on business challenges and opportunities, top minds create a platform for interaction and intellectual discussion, and hence make a groundbreaking impact for the business world.

„Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced.

Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principles of successful innovation.“

- Peter F. Drucker,
„The Father of Modern Management“



INNOVATEChina 2013

Entrepreneurship Challenge

This year, INNOVATEChina has added a special flavor: The social entrepreneurship challenge. At the moment China is one of the most dynamic markets in the world with huge opportunities for entrepreneurship. In line with its slogan “China Depth, Global Breath”, CEIBS is providing a platform for dream chasers around the world to demonstrate innovative entrepreneurship ideas and to win investment capital to start their business. The business competition will therefore request MBA students around the world to link innovation with entrepreneurship and to prepare business plans willing to change the status quo.

In addition, this year INNOVATEChina is looking for entrepreneurial business ideas with not only business potential but also a huge positive impact on society and human beings. Social entrepreneurs innovate to create financially viable ideas that can make a difference. More than just a competition, INNOVATEChina aims at establishing a platform to connect the innovative minds of global business schools with the vast experience of business experts and venture capitalists in China to create a better society.

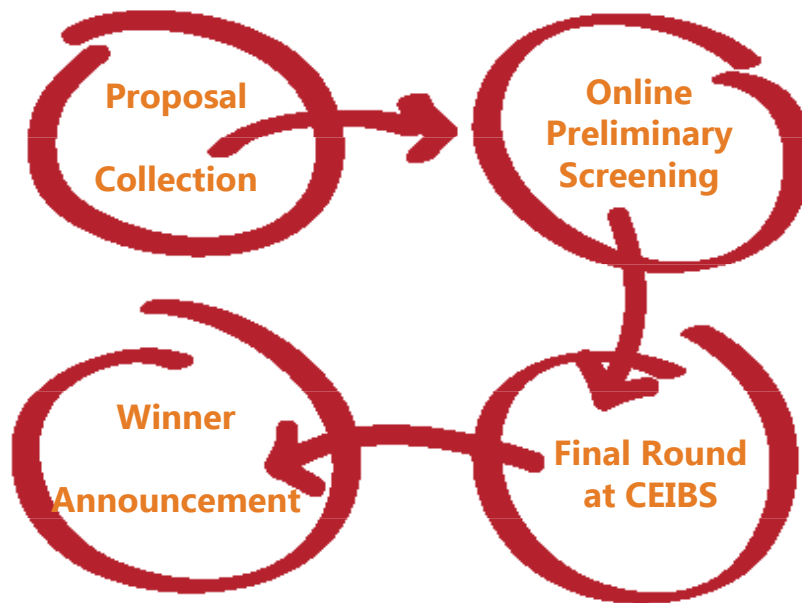
Organized by:

MBA students of China Europe International
Business School (CEIBS)

Coorganized by:

CEIBS Center for Entrepreneurship and
Investment (CCEI)





Competition process

The Competition Process for Innovate China 2013 Entrepreneurship Challenge will consist of 3 phases:

1. Proposal Collection: Participating teams are required to submit their business plans before midnight (Beijing time) 24th February 2013. Concise but clear business plans are required (max. ten-page ppt converted to PDF).

2. Online preliminary screening: Out of all the participants, the top 8 teams will receive professional comments and suggestions on their business plan from the judges. These 8 teams will be selected by the judge panel to come to CEIBS campus and compete in the final phase. Judge's decision will be announced by the end of February.

3. Final round at CEIBS campus (23th -24th March 2013): Each finalist team will be allowed to revise and submit their business plan until one day before the final phase according to the comments received. The finalist teams will compete for the first position via two different challenges:

1st Challenge: Pitching your business plan

2nd Challenge: Case Competition



1st Challenge: Pitching your business plan

Key Content:

The key components in business plan should allow judges to understand the business opportunity and proposal in the best way possible. For example: industry context, required details to understand the service or product offered, selected business model, competitive advantages of the business plans or financial requirements.

Process:

Teams will be given 10 minutes to present their ideas, followed by a Q&A session of 4 minutes, where judges will be able to clarify question marks or inquire more details if they require for their understanding. Any innovative form is also encouraged for the pitching if it helps better clarify the business idea, e.g. video, product sample display.

Criteria:

Judges will evaluate the proposal by taking into account the team set-up, feasibility of business plan, its degree of innovation, potential in the market and after all the whole social impact.

Rating:

This round accounts for 70% of the final decision.



2nd Challenge: Case competition

Key Content:

Business plan's success does not depend only on the idea: Proper execution is also essential. In fact it is during its implementation when the quality of the human talent in the team makes the difference. In order to understand the rapidness and capacity of reaction of the team, a second challenge will be included in this annual competition.

Process:

Before the event, finalist teams will receive a case. The team will have to deliver a solution to address the issue in a 6 minutes presentation which will be followed by a Q&A session of 3 minutes.

Criteria:

Judges will evaluate the presentation by taking into account the capacity of teamwork, degree of innovation of the provided solution, and quality of the analysis.

Rating:

This round accounts for 30% of the final decision.





Prizes and Awards

Teams participating in INNOVATEChina 2013-Entrepreneurship Challenge will have the opportunity to:

- Improve their business plans receiving comments from professionals and experts.
- Extend their network to the Asian market.
- Match business ideas with capital providers: realize their dream.

In addition, this competition will also offer monetary prizes for the winners (the monetary value of prizes at least an amount of RMB 100.000)

How to participate

- *Team formation:* a team is formed by three MBA students.
- *Deadline:* midnight Beijing time, 24th February 2013
- *How to apply:* teams should fill the application form and send it together with the business plan to registration.innovatechina@ceibs.edu
- The business plan should consist of a ten-page PPT converted into PDF in English

Expenses

- Accommodation, meals and local transportation expenses during the finals will be fully covered.
- VISA expenses are reimbursed.
- The roundtrip flight expenses will be subsidized as follows:
 - From mainland China: up to RMB 1500
 - From Hong Kong: up to RMB 1800
 - From Taiwan: up to RMB 3000
 - From Singapore: up to RMB 3500
 - From India: up to RMB 4000
 - From overseas (others): up to RMB 8000

Other details

- Judge panel will be composed by respected professionals (entrepreneurs and top managers), investors and CEIBS professors.
- During the event, several speakers will be invited to deliver a speech on innovation and social entrepreneurship.
- The event will be held in english.

Previous Years Participating Schools



Remember

- *Key dates:*

24th February 2013: Submit your business plan before this date!

23th-24th March 2013: Event date

- Innovation, feasibility, potential in the market, team set-up and social impact will be the criteria followed to judge your business plan.
- Be concise. Max. ten pages presentation.
- The team matters a lot! Your capacity of working together will be challenged during the case competition.
- Be ready to learn, meet new people and enjoy!

Contact

Website:

<http://www.ceibs.edu/innovatechina/>

Registration:

registration.innovatechina@ceibs.edu

Other info:

info.innovatechina@ceibs.edu