

INNOVATEChina 2018

(Re)Inventing Entrepreneurship

I am writing on behalf of China Europe International Business School (CEIBS) to invite your MBA students to participate in the INNOVATEChina 2018 Business Plan Competition to be held in Shanghai, China with the finale on the 24th, March, 2018. The theme of INNOVATEChina 2018 is (Re)Inventing Entrepreneurship.

This year's INNOVATEChina provides USD 5,000 cash prize for the winning team.



Established in 2008, INNOVATEChina is a leading global business plan competition hosted by CEIBS (ranked #1 in Asia by Forbes and BusinessWeek, #11 FT Global MBA). In 2018 INNOVATEChina has paired up with Santander Bank, with strategic support provided by Mobike, to develop innovative Business Plans in FinTech, Education and Life Services. 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 industry experts and venture capitalists in China, in order to DELIVER entrepreneurial spirit and REALIZE their ideas.

Application Process

Interested participants must register for the competition and submit their business plans by February 2nd, 2018 (by 23:59 Beijing Time) via the link <http://www.ceibs.edu/innovatechina/registration>

Team Requirements

- Teams of 3-4 people
- At least 2 first year MBA students (MBA students who would not graduate by end of March 2018).

Participants are required to formulate a business plan focusing on innovative solutions for daily life problems. The business plan will also be assessed on its creativity, originality and financial potential & feasibility. Finalists will be supported to help optimize their business plan before final stage presentation. All finalists would get a chance to communicate with venture capitalists on potential investments.

Business Plan Requirement

- In English
- PowerPoint: maximum 10 slides
- Demo or Video: Not mandatory, but we encourage you to include it for clarification

Finale will take place at the CEIBS Shanghai campus on 24th March, 2018. Accommodation during the competition and flights fee will be subsidized up to USD 2,500 per team based on your region. Prizes will be as follows:



1st place
5,000 USD



2nd place
3,000 USD



3rd place
1,000 USD

Details of the competition can be found in the following Event Overview Sheet. To ensure we have a seamless communication with your school, we would welcome one or two people to be our main contact at your school. We would be very grateful if you could communicate this message to all the students. If you would like any further details or clarifications, please feel free to contact us at any time to our email: innovatechina@ceibs.edu.

We look forward to your participation.

Many Thanks!

INNOVATEChina 2018 Organizing Team

China Europe International Business School (CEIBS)

Official website: <http://www.ceibs.edu/innovatechina/index.html>

INNOVATEChina 2018: Overview Sheet

2018 Competition Theme:

With the theme of (Re)Inventing Entrepreneurship, INNOVATEChina focuses on three areas that hold the most problem solving potential and impact on daily lives:

1. Life Services (Transportation, Gaming, Social Media, AR/VR, Fashion, Travel, Tourism, Food, etc.),
2. Education (infant/elderly education, language, online course, books, etc.)
3. FinTech (P2P lending, risk management, e-banking, anti-laundry, block chain, etc)

*Participants will be classified by "focus areas". Judges will select 2 finalists under each area.

Our Partner:

Santander (SAN SM, STD US, BNC LN) is a leading global retail and commercial bank with a relevant market share in 10 core countries in Europe and the Americas. Santander is among the world's top banks by market capitalization. Founded in 1857, Santander had EUR 1.52 trillion in managed funds, 12,500 branches and 190,000 employees.

Key Dates:

Proposal Submission: February 2nd 2018, midnight Beijing time.

Finalist Announced: February 24th 2018.

Final Event Date: March 24th 2018

Final Competition format:

1. Each finalist team will be allowed to revise and submit their final business plan 5 days before the Finale. Teams will not be allowed make substantial changes from their original submission.
2. Teams will be given 10 minutes to present their prepared ideas, followed by a Q&A session. Judges would clarify questions or inquire more details for their understanding of your business plan proposal.
3. Any innovative forms of submission are also encouraged for the business plan pitching, if it helps for better understanding of the business idea, e.g. video, product sample display, etc.

Final Day agenda:

On March 24th, we will hold a session for 6 finalist teams with key note speakers, panellists, Industry leaders, entrepreneurs, and investors which would provide an opportunity to network with everyone.

Judging criteria:

1. Executive Summary (10 points): An overview of business plan that is clear, concise and engaging.
2. Product/Service description/potential (25 points): A description of innovative idea, its features and benefits for the target consumers.
3. Market Strategy (25 points): A brief description of the market, stating your competitive analysis and unique capabilities (improve efficiency, cost reduction, increase transaction volumes, enhance communication of revenue activities).
4. Financials (20 points): Summary of the revenue, profit or other financials that are clear to understand and linked with the business plan.
5. Feasibility (10 points): Can the idea be realistically executed now or in the near future.
6. Originality (10 points): Disruptive impact of the idea.

Judges will consist of leading industry professionals, including entrepreneurs, senior managers, investors and CEIBS professors.

Expenses:

Visa, Accommodation, meals and local transportation expenses will be subsidized depending on the team region based. For teams from Domestic China: USD 500, Asia Pacific: USD 1,500, Europe: USD 2500, America: USD 2,500.

The Team Matters A LOT! Your capacity to work together under pressure will be challenged during the competition. Be ready to learn, meet new people and discover the potential China has to offer.

Contact information:

Email: innovatechina@ceibs.edu