



Guidelines for COVID-19 Final Round Competition

Date: tbd (it will be held between 4th-8th May)

Time: tbd (two-hours zoom event)

Team eligibility

- A team must have 3-5 people to be eligible and the leader must be a student of UM-SJTU Joint Institute.
- Must have attended mentoring sessions with your designated mentors in March and April 2020.

*** IMPORTANT NOTE:** Mentors can disqualify you from participating if you do not show enough enthusiasm or if your project fails to demonstrate sufficient merits in solving COVID-19 related issues, to be decided by 30st April.

Final Round

Final round will be organized online over zoom, and all eligible teams will be making presentations of ideas (no prototype required) in front of an independent panel of judges composed of three leaders in global entrepreneurship.

- All eligible teams must submit their presentation slides by midnight Sunday May 2nd.
- Presentation
 - About 10 minutes including Q&A (please aim at making all presentation within 7 minutes)
 - Will be delivered over zoom
 - Teams can decide how they deliver
 - Formal dress code
 - Zoom link and more detailed instruction will be delivered closer to the date
 - During your team's presentation, all members should turn on video but only the speaker should turn on the microphone.
 - All members must be present throughout the event (not just for your presentation)
 - Please dress formally for this occasion

Things to think about at the start of your preparation:

The following points are four fundamental points for you to think about before you start improving your idea – courtesy of Mr. Jerry Zhu, the industry consultant for JI-CFE.

1. Who are the target customers?

For whom are you creating this solution?

Among these customers, who are the most important ones to start with?

2. What needs/ pain points are you trying to solve?

By using your product/ solution, the customers' needs will be solved.

3. What are the existing solutions on the market? Why is your solution better than the others?

("Better" means your solution is either creating more value, or more cost-effective. This should be the reason why your customer will choose your solution over the others.)

4. Now, describe your idea in one sentence.

Please use the following template to describe your solution.

For _____ (target customer),
who _____ (the needs/ pain points),
our (product/service) is _____ (product/ service)
that (benefit - why better than the others) _____.

Criteria for Judging:

Judges will use the following criteria as rubrics for your final round presentation. Please read them well and make sure your presentation highlights all of the following elements. Do contact your mentors for help.

- **Target market/customers:** For whom are you creating this solution? Who to start with? Market size large now or in future? High potential?
- **Needs/pain points:** Are problems/ needs real with solid evidence?
- **Solution/innovation:** Can describe your solution clearly, plus having the competitive advantage: better, faster, cheaper, more efficient, or convenient than existing solutions? Uniqueness?
- **Feasibility:** Whether your solution is feasible to implement? How to obtain your first customer, from zero to one? Roadmap to grow your customer? Implementation strategy?
- **Relevance to the pandemic:** Whether your solution is relevant to COVID-19?
- **Financials:** Whether the presentation provides a rough estimate on the cost structure and revenue stream

Announcement of the Winners

- The winners will be announced at the Summer Design Expo
 - Top three teams will receive cash prizes and free Tech Safari visits organized by SimpliCity
- Winners must submit full written proposals for their projects, which will be used to contact incubators.