



2018 MIT Global Startup Workshop
Business Plan Competition (BPC) & Startup Showcase
March 26-28
Bangkok, Thailand

Official Rules, Requirements, and Judging Criteria

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Important Dates and Deadlines

Friday, January 5th, 2018 <i>at 8:00 AM ICT</i>	Applications to 2018 GSW Business Plan Competition (BPC) and Startup Showcase open online
Thursday, March 1st, 2018 <i>at 11:59 PM ICT</i>	Deadline to submit application and all accompanying documents for Business Plan Competition
Thursday, March 1st, 2018 <i>at 11:59 PM ICT</i>	Deadline to submit application for Startup Showcase
Friday, March 9th, 2018 <i>via email</i>	12 teams are invited to compete at GSW Business Plan Competition
Friday, March 9th, 2018 <i>via email</i>	Teams are invited to participate in GSW Startup Showcase and asked to confirm attendance
Monday, March 12th, 2018 <i>at 11:59 PM ICT</i>	Deadline for teams invited to BPC to confirm commitment to compete. Mentors assigned to confirmed teams.
Thursday, March 15th, 2018 <i>at 11:59 PM ICT</i>	Deadline for teams invited to Startup Showcase to confirm attendance
March 26-27, 2018	Mandatory mentoring sessions at conference for teams competing in Business Plan Competition
Monday, March 26th, 2018 <i>at 11:00 AM ICT</i> <i>Hosted at Centara Grand Hotel</i>	2018 GSW Startup Showcase: 30 startups showcase their products and services to VIPs and attendees, as well as a chance to win \$2,500
Wednesday, March 28th, 2018 <i>at 11:00 AM ICT</i> <i>Hosted at Sasin School of Management</i>	2018 GSW Business Plan Competition: 12 teams compete for a chance to win \$10,000

Business Plan Competition

Application Instructions

Submit your application online at <http://gsw.mit.edu/2018/>

One member of your team should complete the online application. The application for the BPC consists of five mandatory questions, as well as an optional question and video. The application must be submitted by **11:59 PM ICT on Thursday, March 1st, 2018**.

Teams invited to compete in the BPC will be notified via email on or before **Friday, March 9th, 2018**.

All teams are required to register each team member separately for the conference for them to be able to attend. Teams that are invited for the competition will be refunded admission fees for up to three members.

Confirmation or Withdrawal: Teams invited to compete in the 2018 GSW Business Plan Competition will be given until **11:59 PM ICT on Monday, March 12th, 2018** to confirm their participation. Teams that do not confirm by this time will forfeit their invite and the invitation will be extended to another team.

*Note: Teams that submit an application for the Business Plan Competition are **automatically considered** for the Startup Showcase. You do not need to submit a separate application for the Startup Showcase.*

Application Questions

1. What is the problem you are trying to solve? (500 word limit)
2. What is your solution (product/service) to this problem? (500 word limit)
3. What has your startup achieved thus far? (500 word limit)
4. Describe who are your main customers and why do you think so? (500 word limit)
5. Where do you see your company in one year? (500 word limit)
6. Why is your product/service important to Thailand? (optional) (500 word limit)

An additional video and any supporting documents (letters of endorsement, awards, articles, etc.) are also allowed with the application.

Eligibility Requirements – Business Plan Competition

Teams must meet all the following requirements to be eligible to compete in the BPC.

Prior Funding Limitations: All eligible teams must be seeking outside equity capital. In other words, teams will typically be early-stage startups looking to raise funding from angel investors or venture capital. Startups that have raised **more than \$250,000 USD in equity capital** from sources other than self-funding, friends, or family prior to March 26th, 2018 are not eligible to compete. Teams are not prohibited from engaging in discussions to raise equity prior to March 26th, but cannot officially raise more than the maximum amount prior to that date.

In addition, the following funding sources do not contribute towards the \$250,000 USD limit:

- Contributions from friends, family, and mentors
- Research and funding grants
- Winnings from prior competitions
- Traditional debt instruments (does not include convertible notes towards equity)

Revenue Limitations: Teams that have earned **more than \$100,000 USD in revenues** in any of their past three fiscal years are not eligible to compete.

Market Requirements: the product/service that the startup is offering **must** be geared towards Southeast Asia in some capacity to be eligible to compete. The startup may be based outside of Thailand

or Southeast Asia, but the product or service the startup is offering must include Southeast Asia as a market.

Venture Limitations: The BPC is meant to provide an avenue for early-stage startups to receive funding and accelerate their venture. Generally, the following types of ventures will **not be eligible** to apply: ventures within existing corporations, spinouts from existing corporations, franchises, and licensing agreements for distribution in a different geographical area.

Team Presentation: at least two team members must verbally present and be involved in the Q&A at the Business Plan Competition (maximum of three team members allowed to present). Up to a total of five team members may be registered with the startup and recognized with the team, but a maximum of three members will be allowed to present. Additional team members are encouraged to register and attend the conference as well.

Each team member that presents must contribute to at least 20-30% of the presentation. This is to ensure that each presenter makes a notable contribution to the presentation.

Team Composition: although the Business Plan Competition will be held at Sasin University in Bangkok, Thailand, teams do not need to have a student to be eligible to compete. At least two team members must be registered in the application to be eligible to compete, but these team members do not need to fall in any specific demographic to be eligible.

Startup Showcase Participation: all teams invited to participate in the Business Plan Competition are required to participate in the GSW Startup Showcase on Monday, March 26th. Teams will have the opportunity to meet with potential investors, government officials, and showcase their startup to the full set of attendees at the 2018 Global Startup Workshop.

Pre-Conference Mentorship: all teams invited to participate in the Business Plan Competition are required to meet with their assigned mentor at least once prior to the start of GSW 2018 on March 26th, 2018. Teams must walk through a draft of their presentation with their mentor to receive feedback prior to the competition. Teams will be assigned a mentor once they accept their invite to the competition.

Category/Industry: teams must specify at least one of the following categories/industries that apply to the venture: Healthcare, Energy, Transportation, Retail, Agriculture & Food, Media & Entertainment, Financial Services, Social Impact, Other.

The Global Startup Workshop BPC selection committee reserves the right to include or exclude any teams for any reasons.

Business Plan Competition Format

The GSW Business plan competition will be held on Wednesday, March 28th over the course of 2 hours with 12 teams competing. The teams will come from a variety of industries and geographies.

Pre-Conference Mentorship (March 12th to 26th)

Each team will be assigned a mentor with prior experience as an entrepreneur or in an entrepreneurship related role (e.g. Venture Capital, Private Equity, etc.). Teams will be required to meet with their mentor

at least once prior to the start of GSW on March 26th, 2018, but are encouraged to discuss and meet with their mentor multiple times (respecting the mentor's time limitations as applicable).

This mentorship is to ensure that teams start their preparation early on in the process and put themselves in the best position to compete at GSW. This early mentorship will be more focused on creating the right content and style, and less on correctly presenting and handling Q&A.

Startup Showcase (March 26th)

Each team invited to compete in the Business Plan Competition is required to participate in the Startup Showcase. This is a chance to not only gain publicity for your startup, but also meet with potential investors, government officials, mentors, and customers. The full set of conference attendees is invited to the Startup Showcase on the first day, including a VIP only hour where teams in the Showcase will have the chance to talk to VIPs in a less crowded setting.

At-Conference Mentorship (March 26th & 27th)

Prior to the competition, teams will have the chance for a 1-on-1 mentorship session with a panel of accomplished entrepreneurs and business leaders. Teams will each be given 1 hour with the panel to walk through their presentation, field questions, and receive feedback on the presentation and the business plan in general.

2018 GSW Business Plan Competition (March 28th)

Each team will be allowed 10 minutes on stage, with 5 minutes allotted for the presentation and 5 minutes allowed for Q&A from the judges. Teams will be allowed to bring additional props or products as needed to add to their presentation (please notify the conference organizers of any special arrangements well in advance).

Teams will be judged on a variety of factors by the judges (see details below) and the winners will be announced at the final ceremony the evening of March 28th.

All teams must be at the Centara Grand Hotel for registration the morning of Monday, March 26th, 2018. Teams are encouraged to arrive the day before, but must be at the hotel in time to set up for the Startup Showcase on March 26th, 2018.

Judging Criteria Business Plan Competition

Judges' assessment and decisions are based on (but not limited to) the following factors:

- Quality, usefulness, originality and feasibility of the idea (e.g. product or service) as well as value created by it.
- Quality and usefulness of the business model.
- Benchmarking of market and attractiveness of the business opportunity.
- Evaluation of exit strategies and risk management.
- Skills and strength of the management team.
- Clarity and completeness of the oral presentation.

Startup Showcase

Application Instructions

Submit your application online at <http://gsw.mit.edu/2018/>

One member of your team should complete the online application. The application for the Startup Showcase consists of three mandatory questions. The application must be submitted by **11:59 PM ICT on Thursday, March 1st, 2018**.

Teams invited to participate in the Startup Showcase will be notified on or before **11:59 PM ICT on Friday, March 9th, 2018**.

All teams are required to register each team member separately for the conference for them to be able to attend.

Confirmation or Withdrawal: Teams invited to participate in the 2018 GSW Startup Showcase will be given until **11:59 PM ICT on Thursday, March 15th, 2018** to confirm their participation. Teams that do not confirm by this time will forfeit their invite and the invitation will be extended to another team.

*Note: if you submit an application for the Business Plan Competition, you **do not** need to submit a separate application for the Startup Showcase.*

Application Questions

1. What is the problem you are trying to solve?
2. What is your solution (product/service) to this problem?
3. How do you think you will benefit by participating in the Startup Showcase?

Eligibility Requirements – Startup Showcase

Teams must meet all the following requirements to be eligible to participate in the Startup Showcase.

Revenue Limitations: Teams that have earned **more than \$250,000 USD in revenues** in any of their past three fiscal years are not eligible to compete.

Market Requirements: the product/service that the startup is offering **must** include Thailand in some capacity to be eligible to participate. The startup may be based outside of Thailand or Southeast Asia, but the product or service the startup is offering must include Thailand as a market. However, Thailand does not need to be the primary market.

Venture Limitations: The Startup Showcase is meant to provide a space for early-stage startups to network with investors and government officials, receive feedback and advice from attendees, and generally market their product through GSW. Generally, the following types of ventures will **not be eligible** to apply: ventures within existing corporations, spinouts from existing corporations, franchises, and licensing agreements for distribution in a different geographical area.

Team Composition: At least two team members must be registered in the application to be eligible to participate, but these team members do not need to fall in any specific demographic to be eligible. Teams can have up to five members at the Startup Showcase with them, but additional team members are encouraged to register and attend the conference as well. The limitation on team members at the Startup Showcase is due to limited space for each team at the Showcase.

Areas of Interest: teams must specify at least one of the following industries that apply to the venture: Healthcare, Energy, Transportation, Retail, Agriculture & Food, Media & Entertainment, Financial Services, Social Impact, Other.

The Global Startup Workshop Showcase selection committee reserves the right to include or exclude any teams for any reasons.