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Universidade da Cidade de Macau
City University of Macau



深圳大學
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UNITED NATIONS
UNIVERSITY
Institute in Macau

928 Sustainability Startup Business Plan Competition



#SDG4: Build Quality Education



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INTRODUCTION

The 928 Challenge is the first startup competition among higher education students from China and Portuguese Speaking Countries with a focus on sustainability.

This competition is jointly organized by the Permanent Secretariat for Economic and Trade Cooperation between China and Portuguese Speaking countries (Macao Forum), City University of Macau, Shenzhen University, and United Nations University Institute in Macau.

We challenge students to develop business ideas that build bridges between China and Portuguese-speaking countries through sustainability.

The students must be affiliated with a university in China or Portuguese-speaking countries: Angola, Brazil, Cape Verde, Guinea Bissau, Mozambique, Portugal, São Tomé e Príncipe, and Timor Leste.



PURPOSE

The purpose of the competition is to raise awareness about international business and entrepreneurship opportunities arising from the Macau platform and foster the development of young entrepreneurs with a global mindset.

This will be achieved through:

- Dissemination of knowledge about the business environment in the Greater Bay Area and Portuguese Speaking Countries.
- Deepening of academic collaborations between universities in the Greater Bay Area and Portuguese Speaking Countries.
- Developing networking and collaboration between entrepreneurship ecosystems from these regions, namely incubators, accelerators, universities, and public institutions.
- Fostering startup projects with the potential to be implemented and supported by investors of Macau, Greater Bay Area, or Portuguese Speaking countries.

IMPORTANT DATES

- **Registration deadline:** 30 September 2021
- **Bootcamp (online):** 4-15 October 2021 (19h00 to 21h00, Macau time)
- **Pitch deck submission deadline:** 18 October 2021
- **Final pitching (hybrid):** 23 October 2021

REQUIREMENTS

All teams are required to:

- Teams must have four to six students.
- Students must participate in the online bootcamp from 4 to 15 October 2021, 19:00 PM to 21:00 PM Macau time, to learn about business environment in China and Portuguese Speaking countries, develop a pitch deck, and receive mentorship.
- The proposed business idea must include China and at least one Portuguese-speaking country.
- The business idea must contribute to the 17 Sustainability Development Goals of the United Nations.
- The teams must submit a pitch deck of slides before 18 October 2021 by email.
- Teams selected for the final event will receive further guidelines.

BOOTCAMP

DATE & TIME (GMT +8)	ACTIVITY
Week 1: Overview of the business environment in each country	
4 Oct, 19:00-21:00 (GMT+8)	Business environment in Macau Un I Wong, MdME Lawyers Sustainable Development Goals in Business United Nations University
5 Oct, 19:00-21:00 (GMT+8)	Business environment in the Greater Bay Area Guilherme Raposo, Dezan Shira & Associates Business environment in Brazil
6 Oct, 19:00-21:00 (GMT+8)	Geopolitics and Economics of Portuguese speaking countries Prof. Francisco Leandro, City University of Macau Business environment in Guinea Bissau Business environment in São Tomé e Príncipe
7 Oct, 19:00-21:00 (GMT+8)	Business environment in Cape Verde Business environment in East Timor Business environment in Angola
8 Oct, 19:00-21:00 (GMT+8)	Business environment in Mozambique Business environment in Portugal
Week 2: Tools for business plans	
11 Oct, 19:00-21:00 (GMT+8)	Lean canvas and business model canvas Value proposition canvas
12 Oct, 19:00-21:00 (GMT+8)	Minimum viable product Marketing canvas
13 Oct, 19:00-21:00 (GMT+8)	Pitch Deck
14-15 Oct, 19:00-21:00 (GMT+8)	Mentoring
Week 3: Competition	
18 Oct	Deadline for submission of Pitch Deck
23 Oct, 9:00-19:00 (GMT+8)	Final Pitching

FINALS

The final event will be held in hybrid format on 23 October 2021 during the Macau International Fair at Venetian Macau Convention and Exhibition Center.

The finalists will pitch their business ideas to a judge panel. They will have about 10 minutes for the presentation followed by 5 minutes for Q&A.



PITCH DECK

An effective pitch deck usually includes the following contents:

1. **Cover Slide:** helps the investor/judge to understand what they are about to review.
2. **Problem:** Provide a clear description of the problem.
3. **Solution:** Define your product/service, demonstrating its relevance to the target market.
4. **Product:** Description of the product and/or service.
5. **Business Model:** How do you plan to make money?
6. **Market:** Identify and define your target customers and market segments.

7. Competition: Identify and evaluate competitors and potential threats. How you differentiate yourself.

8. Go to Market: Describe how your startup will deliver your value proposition.

10. Team: description of team members

11. Financials

PRIZES

Top three teams:

- 1st Place: 10,000 MOP
- 2nd Place: 7,000 MOP
- 3rd Place: 5,000 MOP

Finalist teams:

- Mentorship and introduction to potential investors.
- Certificates.
- Increased visibility in press and social media.
- One night hotel accommodation in Macau for the finalist teams from China.

All teams:

- Certificates.
- Increased visibility in press and social media.

APPLICATIONS

The 928 Challenge welcomes applications that fulfill the following conditions:

- Open to students enrolled in a university in China and Portuguese speaking countries.
- Teams must have four to six members.
- Applications must be completed in English.
- Applications must be submitted by email (info@928challenge.org) or website: www.928challenge.org (Registration form)

EXCLUSION CRITERIA

The following conditions may result in exclusion of the competition:

- Applications from employees of organizers, subsidiaries, and affiliates are not accepted.

- Applications submitted for the competition that potentially conflict with regulations and codes of conduct of the Organizers.
- Plagiarism of the business idea and/or elements of the pitch deck.
- Missing or misleading information in the application.
- Failure to apply or submit the application before the deadline.
- Failure to attend the online bootcamp.
- Failure to submit the pitch deck on the indicated deadline.

PROCESS OF THE COMPETITION

A. Application Submission and Screening

- The applications will be screened and sorted according to the mandatory and optimal requirements.

B. Bootcamp

- The accepted teams are required to attend and complete the bootcamp.

C. Preliminary Evaluation and Shortlisting

- The Pitch Decks must be submitted by 18 October 2021 and will be evaluated by a Technical Committee consisting of representatives and business counselors of the organizers.
- Depending on the total number of teams that successfully submit the Pitch Deck, the Technical Committee may need to shortlist up to 16 teams to participate in the finals.
- The Technical Committee may require participants to provide additional information concerning their applications and/or pitch decks, and will contact such participants using the contact details included in the application form.

D. Final Judging/Jury

- A jury panel composed of experienced business people will identify the top three winners.

E. Awarding Ceremony

- The award ceremony will be held in Macau on 23 October 2021 after all pitchings.

TERMS & CONDITIONS

By submitting the application, the applicants confirm their agreement to the following terms and conditions:

- The participants declare that they have the absolute ownership of the project submitted for the competition and it is not subject to the conflict concerning intellectual and/or industrial property rights (trademarks, patents, copyrights, etc.).

- Participants agree to indemnify and not to hold 928 Challenge organizers, its affiliates and partners responsible in the event that a third party initiates any claim, lawsuit or complaint within any forum, whether judicial or administrative agency against 928 Challenge organizers, concerning or in connection with the above-mentioned rights.
- 928 Challenge organizers, its affiliates and partners shall not be held liable to the participants or others for the viability or results of projects, or participate in the ownership or management of the projects.
- By submitting the application for consideration, the candidate attests that it will present an original business idea not been submitted or published in the past.
- Participants whose contact information changes during the course of the competition are responsible for notifying 928 Challenge organizers.
- The 928 Challenge organization committee reserves the right to disqualify candidates who breach the competition criteria.
- Decisions taken by the 928 Challenge organization committee judges are final.
- Participants agree to comply with and be bound by the decisions of the panel of judges on all matters associated with the competition.
- Participants allow 928 Challenge organization committee to use their names, photographs and pitch decks for promotional and publicity purposes.

Thank You!

Macau, 5 September 2021