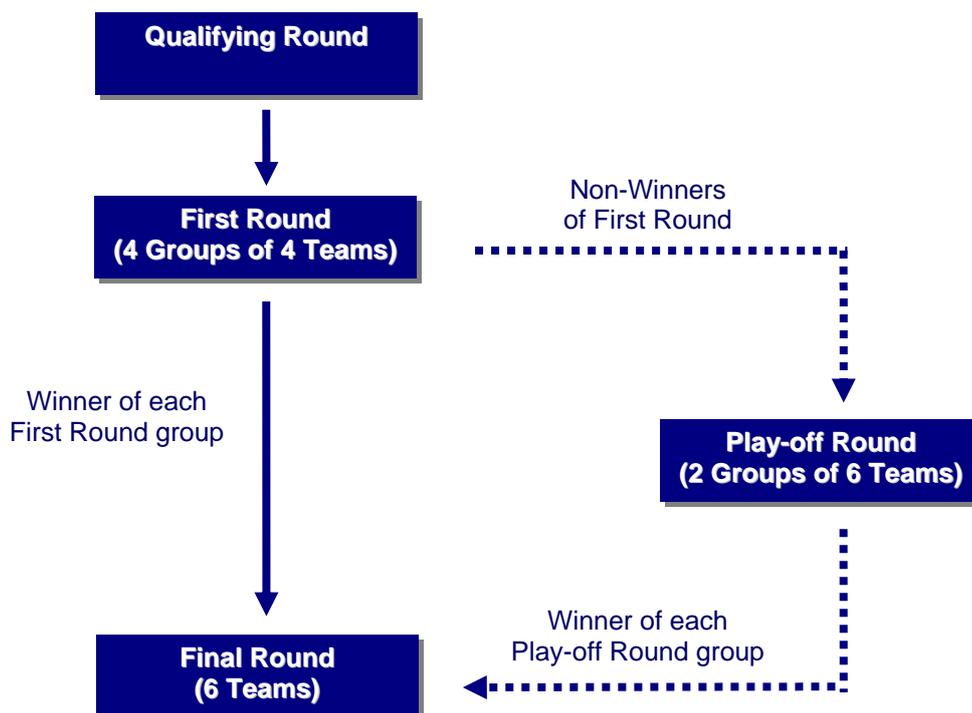


APPENDIX A

Format of Competition



Qualifying Round

- Summary Business Plan due on **December 17, 2007**
- Top 16 qualifiers informed on **January 8, 2008**
- Intention to participation for the First Round due **January 10, 2008**
- Press Conference and First Round Draw on **January 23, 2008**

First Round, Play-off Round & Final Round

- Full Written Business Plan due on **February 8, 2008**
- Presentations on **February 29 - March 1, 2008**
- Venture Exhibits on **February 29 - March 1, 2008**

APPENDIX B

Judging Criteria – Qualifying Round

A panel of judges would evaluate the summary business plan on the following aspects, by using the following rating system:

1	2	3	4	5	6	7	8	9	10
Unacceptable		Mediocre		Satisfactory		Good		Excellent	

Summary Business Plan (100%)

1. Brevity & Clarity 20%
Is the opportunity clearly and understandably expressed given the limitations of 1,000 words?
2. Market Opportunity 20%
Is there an indication of a strong potential market opportunity (who is the customer, what do they gain over existing alternatives, are there any indications of a sizeable market)?
3. Distinctive Competence & Sustainability 20%
Is there an indication of a distinctive competence of any sort (i.e. anything novel or special in this venture, and/or its management team)? And, is there a likelihood of sustainability (such as certain barriers)?
4. Management Capability 20%
How confident are you in the management team's ability in effectively developing the venture and handle the risks associated with such ventures?
5. Investment Potential 20%
Is the investment potential attractive enough for you to want to hear more details about this venture?

APPENDIX C

Judging Criteria – First and Play-off Rounds

Panels of judges would evaluate the written business plan on the following aspects, by using the following rating system:

1	2	3	4	5	6	7	8	9	10
Unacceptable		Mediocre		Satisfactory		Good		Excellent	

PART I: Written Business Plan (60%)

1. Executive Summary	5%
2. Product or Service	15%
3. Organizational Plan	10%
4. Market Analysis & Marketing Plan	15%
5. Operational Plan	15%
6. Management Team	10%
7. Financial Plan	15%
8. Investment Potential	15%

PART II: Presentation & Venture Exhibit (40%)

1. Formal Presentation	45%
2. Question & Answer	45%
3. Venture Exhibit	10%

APPENDIX D

Judging Criteria – Final Round

A panel of judges would evaluate the written business plan on the following aspects, by using the following rating system:

1	2	3	4	5	6	7	8	9	10
Unacceptable		Mediocre		Satisfactory		Good		Excellent	

PART I: Business Viability (60%)

- | | |
|----------------------------|-----|
| 1. Market Opportunity | 20% |
| 2. Distinctive Competency | 20% |
| 3. Management Capability | 20% |
| 4. Financial Understanding | 20% |
| 5. Investment Potential | 20% |

PART II: Presentation & Venture Exhibit (40%)

- | | |
|------------------------|-----|
| 1. Formal Presentation | 45% |
| 2. Question & Answer | 45% |
| 3. Venture Exhibit | 10% |