



The mai BANGKOK BUSINESS CHALLENGE @ Sasin 2009

OVERVIEW

The Bangkok Business Challenge[®], Thailand's premier business plan competition conducted in English, was created in 2002 to encourage post-graduate students in business administration programs across Thailand and Asia to become more entrepreneurial. Teams from business administration programs will not only be competing for the most prestigious prize of all, Thailand's H.M. The King's Award, but will also have a chance to acquire over \$20,000 in prize money. The judging committee, including leading entrepreneurs, professionals and venture capitalists, will be looking for the most attractive new venture based on the written business plans, live presentations and venture exhibits.

After holding four annual events since 2002, the Bangkok Business Challenge[®] has been renamed "**The mai Bangkok Business Challenge**[®] @ Sasin". Starting in 2007, it was co-hosted by the Market for Alternative Investment (mai), Thailand's stock exchange for medium-sized public companies, and Sasin Graduate Institute of Business Administration of Chulalongkorn University setting a new precedent in the standard of regional business plan competitions. And, starting in 2008, the competition welcomes participation from all nations across the globe, becoming the first and only truly Global new venture business plan competition in the Kingdom.

OBJECTIVES

- ❖ To encourage new ventures by instilling entrepreneurial spirit in young minds
- ❖ To provide an international platform in which institutions offering graduate programs in business administration in Thailand, Asia and the rest of the world can compete, learn from each other and foster stronger relationships
- ❖ To educate the general public in specific business planning and presentation techniques



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PHASES OF THE COMPETITION

A. Application

All teams must complete an online application form at <http://www.bbc.in.th/register/> by 12.00 hrs. (Bangkok time) on **Monday, December 15, 2008**

B. First Round (online submission)

1. Each team is required to submit a Summary Business Plan (in PDF format) at <http://www.bbc.in.th> by 12.00 hrs. (Bangkok time) on **Monday, December 15, 2008**. Late submission will not be accepted.
2. The 16 Qualifying teams will proceed to the Semi-Final Round.

C. Kiatnakin Bank 99-Second Pitch in Bangkok, Thailand: Thursday, February 26, 2009 (11.00 – 12.00 hrs.)

1. A “teaser” event held during the welcoming event on Thursday, February 26, 2009.
2. One representative from each team will present its new venture idea in front of a panel of judges in 99 seconds or less.
3. No visual aids or props of any kind are allowed.
4. Winner will be announced at the event.
5. A prize for the best pitch will be awarded at the event, but the scores will not be included in the business plan competition.

D. Semi-Final Round in Bangkok Thailand: Friday, February 27, 2009 (Morning session)

1. Fifteen (15) hard copies and one (1) soft file in PDF format of the full Written Business Plan are due at *The mai Bangkok Business Challenge® @ Sasin 2009* office by 12.00 hrs. (Bangkok time) on **Friday, February 6, 2009**. Late submissions will not be accepted.
2. The 16 semi-finalist teams will be randomly selected to compete in one of the four groups, after which the winning team from each group will immediately proceed to the Final Round (whilst the 12 remaining teams will compete in the Play-off Round for an additional opportunity to qualify for the Final Round).
3. Teams that qualify for the Semi-Final Round are required to present their business plans to a panel of judges.
4. Teams also receive oral & written feedbacks from the panel of judges.



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E. Play-off Round in Bangkok, Thailand: Saturday, February 28, 2009 (Morning Session)

1. The 12 teams that have not immediately proceeded to the Final Round will be randomly selected to compete in one of the two groups of the Play-off Round. The winning team from each group will proceed to the Final Round.
2. Teams competing in the Play-off Round are required to present their business plans to a panel of judges.
3. Teams also receive written feedback from the panel of judges.

F. Final Round in Bangkok, Thailand: Saturday, February 28, 2009 (Afternoon Session)

1. Each team of the six that qualifies for the Final Round is required to present its business plan to a panel of judges.
2. Teams also receive written feedback from the panel of judges.



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OFFICIAL RULES & REGULATIONS

- I. General Rules & Regulations*
- II. Eligibility for Entry*
- III. Summary Business Plan*
- IV. Written Business Plan*
- V. Presentation*
- VI. Venture Exhibit*
- VII. Judging Criteria*

Teams that do not conform to all the stated rules & regulations will be penalized.

I. General Rules & Regulations

1. The proposed venture must be for a seed or start-up business and must address the entire business concept including implementation. Proposals for buy-out, expansion, or development of an existing business injecting into new business entity are welcomed. However, tax-shelter opportunities, real estate syndications, subsidiaries, franchisee and other consulting projects or analyses are NOT eligible. **A venture that does not conform to this rule will be DISQUALIFIED.**
2. The minimum project size must be 500,000 US Dollars. Methods of financing may be combined among self equity, venture capital and borrowing. **A venture that does not conform to this rule will have 10 marks deducted from the total score of 100 marks.**
3. **In all cases, the judges' decision is final.**

II. Eligibility for Entry

1. Team Members

- All full-time and part-time graduate students in business administration programs (enrolled in the 2008 calendar year) are eligible to participate.

2. Team Composition

- Each graduate program may send ONE team consisting of a minimum of THREE members and a maximum of FIVE members.
- At least THREE members of a team must be from the same graduate business administration program. The team may also include ONE member who is not affiliated with its graduate program.
- *The mai Bangkok Business Challenge® @ Sasin 2009* organizing committee encourages teams to identify individuals, external to their programs to be part of the Board of Directors, management team or to be advisors who may contribute additional expertise and experience to help the team succeed.



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III. Summary Business Plan

1. The submitted Summary Business Plan should be in the style of an Executive Summary and must not exceed 1,000 words.
2. The Qualifying Round Summary Business Plan **must** include the following:
 - a. Venture name and nature of its business
 - b. Purpose of this particular business plan
 - c. Description of the new product/service and its benefits (including proof of concept and intellectual property protection, if any)
 - d. Potential market for the new product/service and chosen strategy to access this market
 - e. Qualifications and experience of the management team
 - f. Summary of sales and profit projections, and other pertinent financial data, including (but not limited to) the venture's Net Present Value. If necessary, tables and charts are welcome and need not be counted towards the 1,000 words limit.
 - g. Very specific statements of what the team is asking from the venture capitalists and what the team will offer to the venture capitalists in return for their investment.
3. The Summary Business Plan must be typed, double-spaced, and use size 12 font.
4. All currencies must be stated in US dollar.
5. **Two (2) marks** will be deducted from the total score of 100 marks for each violation of each of the rules above.

IV. Written Business Plan

1. The business plan and appendices must not exceed 45 pages (including cover page, executive summary, appendices, spreadsheets, illustrations, page breaks, etc.).
2. The main portion of the written business plan must not exceed twenty-five (25) double-spaced pages of text and graphics (excluding cover page, executive summary, contents page, and appendices). Detailed spreadsheets and other supporting data/documents should be in the appendices.
3. The written business plan must be typed, double-spaced, and use size 12 font.
4. All currencies must be stated in US dollar.
5. **Two (2) marks will be deducted from the total score of 100 marks for each violation of each of the rules above.**



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V. Presentation

1. Formal presentation is required by every team in the Semi-Final, Play-off and Final Rounds.
2. Every member of the team must participate in the formal oral presentation of the plan. **A team which does not conform to this rule will have 10 marks deducted from the total score of 100 marks.**
3. Presentation format for the Semi-Final Round: each team is required to make a **fifteen-minute presentation**, followed by a **twenty-minute question-and-answer** session with the judges.
4. Presentation format for the Play-off Round: each team is required to make a **fifteen-minute presentation**, followed by a **fifteen-minute question-and-answer** session with the judges.
5. Presentation format for the Final Round: each team is required to make a **ten-minute presentation**, followed by a **twenty-minute question-and-answer** session with the judges.
6. There will be approximately 5 minutes between each team's presentations for setting-up computers and audio-visual equipment.
7. A team that has finished its presentation may observe both the presentation and question-and-answer session of the teams that come after it. Teams that have not given their presentations may observe only the presentation segments of teams before them and must exit the room at the beginning of the question-and-answer sessions.
8. **TIME LIMITS WILL BE STRICTLY ENFORCED.**

VI. Venture Exhibit

1. **A Venture Exhibit is required of every team in the Semi-Final, Play-off and Final Rounds** (see Appendix C and D, Part II).
2. Teams will present their business ideas, products and proposed venture and answer questions to judges, guests, and interested individuals at the Venture Exhibit.
3. At least one team member will be required to stay by their display, as will be agreed and scheduled with the team, to answer any questions.
4. The prize of 'Best Venture Exhibit' will be awarded to the team with the best business display concept. This category will be evaluated and selected by the other qualifying teams.

VII. Judging Criteria

The judging criteria will be heavily weighted on the commercial potential of the business and the credibility of the projections and assumptions. Whilst new-to-the-world products or inventions are not necessary, teams should clearly demonstrate their product's or service's competitive advantage that may include intellectual property protection issues. Judges look favorably upon high potential, growth-oriented business catering to relatively large markets. Teams should refer to the Business Plan Guide before writing the business plan. The First Round evaluation will be 100% based on the Summary Business Plan, while the other Rounds will be based on the following:



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	Semi-Final & Play-off Rounds (Appendix C)	Final Round (Appendix D)
Business Viability	-	60%
Written Business Plan	60%	-
Presentation & Venture Exhibit	40%	40%

After applying a general observation system to eliminate exaggerated deviation of certain judges, the result of each presentation round will be determined by the sum of judges' ranking. Should the sums be equal, average raw scores will be used to determine the winner.

The judges' decisions are deemed as final in all cases.

1. **First Round:** Before 12.00 hrs. (Bangkok Time), Monday, December 15, 2009, a Summary Business Plan is required to be submitted online (in PDF format) at <http://www.bbc.in.th>.

A single panel of judges will scrutinize all Summary Business Plans to select 16 semi-finalist teams for their participation in Bangkok. **The selected semi-finalist teams will be individually notified on Tuesday, January 6, 2009. Such teams must submit their Intention of Participation within Friday, January 9, 2009.**

Should any of the 16 semi-finalist teams relinquish their right to participate further in the competition (through not submitting the Intention of Participation form within the deadline, or otherwise), the organizer reserves the right to invite the next best first round team(s) to fill up the vacancy. A public announcement and draw of the 16 Semi-Final Round teams will be made by the end of January 2009. If, after this public announcement and draw, any of the 16 Semi-final Round teams relinquish their right to participate further in the competition, the organizer reserves the right to invite the next best qualifying round team(s) to fill up the vacancy and give such teams until Friday, February 13, 2009 or at least 7 days from the time such teams are notified to submit their Written Business Plan.

The organizers reserve the right to refuse participation in next year's competition from universities whose teams have submitted their Intention of Participation form but do not participate further in the competition in Bangkok.

2. **Semi-Final Round:** Morning session of Friday, February 27, 2009.

Four best-ranking teams from the First Round, with no announcement, will be randomly separated into four different groups (A, B, C and D). Thereafter, all remaining teams will be randomly placed to make four teams for each group. The winner of each group will immediately proceed to the Final Round.

3. **Play-off Round:** Morning session of Saturday, February 28, 2009.

With theoretical possibility that some teams may fail to gain popularity from certain panels of judges, the other 12 non-winners of the First Round will be offered a second chance with totally different judges. Teams from First Round's Groups A and B will combine into a group of six to compete for a seat in the Final Round. Similar parallel arrangement for First Round's Groups C and D will also send a team to join the Final Round.

4. **Final Round:** Afternoon session of Saturday, February 28, 2009.

Two Play-off Round winners will join the four Semi-Final Round winners for a random sequence of teams' presentations to compete for H.M. The King of Thailand's Trophy.



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AWARDS*

Winner

- H.M. The King of Thailand's Award
- Cash Prize US\$ 10,000
- Cash Prize for Winner's Institute US\$ 2,500

First Runner-Up

- Cash Prize US\$ 3,000

Each Finalist (4)

- Cash Prize US\$ 1,500

Kiatnakin Bank 99-Second Pitch Winner

- Cash Prize US\$ 750

Each Non-Finalist (10)

- Cash Prize US\$ 250

Best Business Plan of the group (4)

Best Presentation of the group (4)

Best Venture Exhibit (1)

[*May be amended without prior notice]

IMPORTANT DATES

December 15, 2008	Deadline for submission of Application Form and Qualifying Round Summary Business Plan
January 6, 2009	16 Qualified Teams informed
January 9, 2009	Deadline for submission of Intention of Participation Form
January, 2009 (TBA)	Press Conference and First Round Draw
February 6, 2009	Deadline for submission of Written Business Plan
February 26-28, 2009	Competition Days, to be held at Sasin in Bangkok, Thailand
March 1, 2009	Cultural Tour of Bangkok sponsored by Sasin (Optional)

CONTACT INFORMATION

The mai Bangkok Business Challenge® @ Sasin 2009

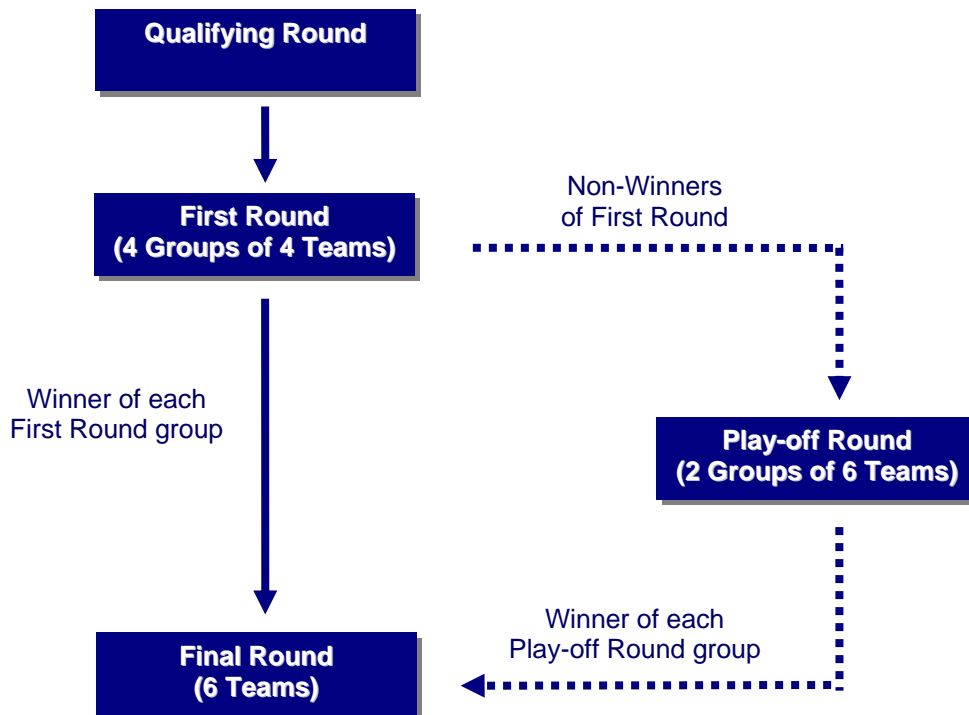
Sasa Patasala Building, Soi Chula 12, Phayathai Road,
Pathumwan, Bangkok 10330, THAILAND

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APPENDIX A

Format of Competition



First Round

- Summary Business Plan due on **December 15, 2008**
- Top 16 qualifiers informed on **January 6, 2009**
- Intention to participation for the First Round due **January 9, 2009**
- Press Conference and First Round Draw in **January, 2009 (TBA)**

Semi-Final Round, Play-off Round & Final Round

- Full Written Business Plan due on **February 6, 2009**
- Presentations on **February 26 - 28, 2009**
- Venture Exhibits on **February 26 - 28, 2009**



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APPENDIX B

Judging Criteria – First 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?



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APPENDIX C

Judging Criteria – Semi-Final 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%



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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% |