



HKUST One Million Dollar
International Entrepreneurship Competition
香港科大百万奖金（国际）创业大赛

Guidebook for Guangzhou Region
2022

As a leading research university in Asia, the Hong Kong University of Science and Technology (HKUST) aims to cultivate industry leaders with innovative thinking. In 2011, the university launched the HKUST One Million Dollar Entrepreneurship Competition (also known as “Entrepreneurship Competition”) to support youth innovation and entrepreneurship, from which a number of high-tech projects and teams with clear commercialization prospects emerged, such as DJI and Yunzhou.

In 2016, the Entrepreneurship Competition expanded to mainland cities. It was originally held in 5 regions including Shenzhen, Guangzhou, Hong Kong, Macau and Beijing. In 2018, Zhongshan and Foshan regions were added, and in 2020, the Entrepreneurship Competition expanded to the Yangtze River Delta region. The HKUST One Million Dollar Entrepreneurship International Competition (Guangzhou) and its annual finals, organized by Guangzhou HKUST Fok Ying Tung Research Institute (FYTRI), have been successfully held in Nansha, Guangzhou since 2016, with the support from Guangzhou Science and Technology Bureau and Nansha government.

The Entrepreneurship Competition adopts the international competition mechanism and resources from HKUST, brings together professional judges and investors, and attracts entrepreneurial teams from all over the world, encompasses technologies from AI, Information Technology, Biomedicine, Advanced materials, Green Energy and Sustainability, as well as other cutting-edge technologies. Also, the Entrepreneurship Competition enhanced communications among entrepreneurial youths in the GBA, and built up a bridge for international startups projects to enter China mainland market.

The Guangdong, Hong Kong and Macao (International) Youth Entrepreneurship Hub (also known as “NSYEH”), an innovation and entrepreneurship platform operated by FYTRI, plays the role as HKUST One Million Dollar International Entrepreneurship Competition (Guangzhou Region) event organizer to host information sessions, startup trainings and roadshows from every April to August. It attracts both domestic and international talents to gather in Nansha and continuously helping startup teams and projects to grow in the GBA.

EVENT THEME

UNITE TOGETER, FUTURE CREATOR (同创未来)

ORGANIZATIONAL STRUCTURE

Event Guidance

Guangzhou Science and Technology Bureau
Nansha District Science and Technology Bureau

Event Host



Event Organizer



Supporting Platform



PARTICIPATING TERMS AND CONDITIONS

1. Each participating team to the Entrepreneurship Competition (Guangzhou Region) must include at least 2 members, and information of all team members must be submitted when filling online registration form. Once you submit the form, name of members and project cannot be changed;
2. Each person will only be allowed to join one team this year, and each team can only compete in one track;
3. All participating teams need to log in to the designated online registration platform for submitting team information and uploading of Business Plan (in PowerPoint format, which can be converted into PDF format) or project introduction video with declaration of authenticity and validity;
4. Projects that won Top 3 prizes from previous HKUST One Million Dollar (International) Entrepreneurship Competition (in any region) is not allowed to participate again.
5. All prize money shall be awarded in RMB yuan and will only be paid to companies incorporated in Guangzhou within 5 years, i.e. companies registered after 5 July 2018. Exceptions can be made for teams formed by students.
6. The Competition Committee has the right to check the authenticity of the information provided by any participating team. Once any false information is found, the qualification of the participating team will be immediately cancelled.

REGISTRATION TIME

From 20 May 2022 to 5 July 2022

<https://hkust-gzmd.wareton.com>

ENQUIRY CONTACT

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TIMELINE 2022

Call for Business Plan	
May 20	2022 HKUST One Million Dollar Entrepreneurship Competition (Guangzhou Region) Kick-off Event
Jun 10	Opening of Online submission platform

Phase One - First-round Selection by Individual Track	
Jul 05	Closing of Online submission platform; Submitted project info to be reviewed by individual track panel
Jul 18	Announcement of Guangzhou Region Top 50

Phase Two – Semi-final for Guangzhou Region	
Jul 23	Announcement of Guangzhou Region Top 24
early Aug	Announcement of Semi-final panelists
Aug 12	Semi-final Competition Day; Announcement of Guangzhou Region Top 12

Phase Three – Final for Guangzhou Region	
Aug 13	Final Competition Day
Aug 13	Awards Ceremony

IMPORTANT INFORMATION FOR TRACKS

All participating teams will be eligible for the Guangzhou Region Grand Prize, on top of that, teams who sign up to International Talent Track or University Student Track will be eligible for their respective Track Prize;

Each team can select only one track to join for the first-round selection, and compete with teams from other tracks at the semi-final phase for moving on to the final of Guangzhou Region.

Guangzhou Region (Main Track)

This year, the Guangzhou Region (Main Track) welcomes participating team from any innovation fields or any country/region to sign up by filling the online registration form and submitting tech-driven business plan that demonstrates your commercialization strategy.

International Talent Track

The International Talent Track allows participating teams from HK, Macau, Taiwan or overseas countries (25% of team members or company shares must come from abroad) to sign up for competition by filling registration form and submitting business plan in Simplified Chinese or English language, or alternatively, submitting a 1-minute project introduction video as replacement to BP. The teams that emerged in Top 2 of this track will be promoted to Guangzhou Region Final Competition directly.

University Student Track

A team which is composed of Undergraduate / Master / PhD student(s) can sign up to the University Student Track by filling online registration form and submitting business plan or 1-minute project introduction video. The business plan generated by team who participates in entrepreneurship trainings hosted by Competition Committee shall be reviewed by panel from HKUST(GZ). And team with innovative business plan may have the opportunity to be recommended to join the "Red Bird Challenge Camp".

PROJECT REVIEW PROCESS

The three phases of 2022 HKUST One Million Dollar International Entrepreneurship Competition (Guangzhou Region) project review are the first-round selection by individual tracks (including the Guangzhou Region (Main Track)), Semifinal Competition and Final Competition. In each phase, the projects will be reviewed and scored by panel composed of university professors, entrepreneurial mentors, industry leaders and investors.

The panel will comprehensively evaluate and score the projects based on team member qualifications, technology innovation, market feasibility and commercialization potential, etc.

【First-round Selection by Individual Track】

1. The respective panel grades the submitted projects, and a score will be given according to the information and business plan being submitted online;
2. The Top 50 (including Top 24 to join the Semi-final) projects will be selected and announced from the total number of sign up teams in equal proportions from individual track;
3. A total of 4 special prizes, with a prize money of RMB 30,000/team, will be given to the 4 of the best International Talent Track teams who would like to settle down and register their business entity in Nansha district, Guangzhou city;
4. The team obtaining the highest and second highest score in University Student Track will receive cash prizes of RMB 20,000/team and RMB 10,000/team respectively.

【Semi-final Competition】

1. The panel shall grade projects onsite, and the projects will be judged according to the business plan submitted and roadshow performance by individual team;
2. The Top 2 ranking teams in the first-round selection from International Talent Track will be announced in this phase, and will advance to Final Competition directly;
3. A panel consisting of 3 judges randomly selected by the Competition Committee will grade the roadshow performances;
4. On the Semifinal Competition Day, the Guangzhou Region Top 12 will be announced.

【Final Competition】

1. The panel shall grade projects onsite, and score will be given merely based on teams' roadshow performance of the day, and the Top 12 will be ranked sequentially;
2. On the Final Competition Day, one First Prize with a prize money of RMB250,000, two Second Prizes with a prize money of RMB150,000/team, 3 Third Prizes with a prize money of RMB80,000/team, and 6 Wining Prizes with a prize money of RMB10,000/team will be announced;
3. The Top 3 teams from Guangzhou Region Final will be shortlisted to qualify for the 2022 HKUST One Million Dollar Entrepreneurship Competition (Grand Final).

STATEMENT

About the Competition

The competition follows the judging principles of "fairness, openness and impartiality", and adopts the international competition mechanism that has been polished by HKUST for years to ensure that the judging results are objective and true.

- The Competition Committee invites entrepreneurs, investors, experts and scholars to form a panel for each phase;
- Every panel has the right to disqualify any project that violates the competition rules;
- The Competition Committee has the right to modify the competition agenda or time without notifying in advance, and has the final interpretation rights;
- The Competition Committee and panels have the right to decide that all or any of the projects in the corresponding phase do not meet the judging criteria, and postpone all or part of the prize money and non-cash prizes to the next year;
- The Competition Committee and panel holds the final judgment and decisions.

In addition to prize money incentives, teams with outstanding performance in all phases of the competition will have the opportunity to join the Guangdong-Hong Kong-Macao (International) Youth Entrepreneurship Hub (NSYEH) to receive up to RMB700,000 special funding support, free use of co-working space within 2-year incubation period, one-on-one entrepreneurial counseling, research cooperation with the organizer (FYTRI), media exposure and various forms of entrepreneurial support;

Award Redemption Terms

1. Taxation on prize money shall be borne by the winning Team;
2. Winning Teams shall recommend at least one team member to participate in the entrepreneurial training camp (if it happens);

Interpretations

FYTRI retains the final rights to interpret the contents in this guidebook (including prize money and awards mechanism) in 2022 HKUST One Million Dollar Entrepreneurship Competition (Guangzhou Region).

APPENDIX:

Guideline for Preparing Business Plan/Project Introduction Video

Recommendation on Business Plan

1. Number of pages: 15-20 pages are preferred
2. File Format: ppt, pptx (should be converted to PDF for upload)
3. File size: no more than 20M
4. File name: the project name

Recommendation on Project Introduction Video

1. Video Length: ≤ 1 minute
2. File Format: MP4
3. File size: no more than 20M
4. File name: the project name
5. Resolution: 720p

Recommendation on Content Structure

We expect your business plan/project introduction video covers all the important matters that will contribute to making your business a success, include but are not limited to the following:

Executive summary

Include your organization's mission statement and the products and services you plan to offer or currently offer. You may also want to include why you are starting the business, and now interesting in the GBA market.

Business Description

Provide a description of your business and its goals, products, services and target customer, etc. You may wish to include your team's experience in the industry and what sets your business apart from your competitors.

Market Analysis and Strategy

Share an overall analysis of your target market, including its geographically landscape, primary pain points and prominent needs of your target customer, competitor analysis, SWOT analysis, etc.

Marketing and Sales Plan

Tell us how you plan to build your brand and sell your products, including your promotion strategy, pricing plan for products and services, your unique selling proposal, etc.

Management and Organization Description

Introduce your team members' qualifications and responsibilities. You can also include human resources requirements.

Financial Projection and Needs

This part should detail how you anticipate bringing in revenue and the funding you'll need to get started. You may wish to include your financial statements and a cash flow projection.