



Guide for  
Business Plan Contest at SOI Asia 2010-2011  
- Building the future from Asia -  
**- For All Innovators-**  
Version 1.5



Paper submission is due on Nov 23 21:00 JST[UTC+9]  
Final presentation contest is on Dec 21 11:10 JST [UTC+9]

***“Technology entrepreneurship gives us capabilities to prove whether our technology is accepted and can benefit to people, and may derive our economic incentives”***

2008 Spring SOI Asia meeting in Keio, Japan

## 1. Reason why we need to promote Entrepreneurship in University

Being in the academia, we all aspire to improve lives of our people by knowledge creation, especially through technology development. But technology alone is not good enough: We need bridging between technology and Society. Making Business is one of those “bridges” and enables sustainable use of the technology.

### 1.1. Our definition to Entrepreneur and design about Business Plan contest

SOI Asia-Higher Education Networking among Asian leading Technology universities- is to host a business plan contest on coming December 21st 2010, to foster the environment for technology entrepreneurs in the region.

This contest is one of the projects for SOI Asia Technology Entrepreneurship Initiative to realize the following concept, which was agreed by university presidents at the 2008 Spring AI3/ SOI Asia meeting in Tokyo.



**SOI Asia will support Technology Entrepreneurship**

We SOI Asia 27 universities would pursue technology entrepreneurship upon the following concept, with the aim to contribute to society.

*“Technology entrepreneurship gives us capabilities to prove whether our technology is accepted and can benefit to people, and may derive our economic incentives”*

2008 Spring AI3/ SOI Asia meeting in Keio, Japan



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Figure1 Concept to Entrepreneurship

There have been many incubating activities, but we have recognized those activities, including a business plan contest, have faced three major challenges. First is the lack of human resources for incubation. Second is the lack of budget for supporting environment to technology entrepreneur, e.g. incubating facility and professionals for brushing up business plan. Third is the high cost for searching appropriate venture capitals who can promote university originated technology entrepreneurs.

This business plan contest is intended to provoke solution to this third challenge, reducing your searching cost to find good venture capitals, therefore this contest can introduce some venture capitalists with disclosing clear evaluation process policy. “Clear evaluation process policy” is not only



*Thus SOI-Asia staffs residing in Japan established LLP with collaborative agreement with Keio to bridge Japanese investor interests and SOI-Asia interests. The LLP, by charter, does not seek profit for itself or its members, and its operating cost is mainly covered by contingency incentive to bridging operation between SOI-Asia interests and Japanese investors.*

## 2. Outlook for Business Plan Contest at SOI Asia 2010-2011

### 2.1. Differentiation from the other existing business plan contests

There are two major differences this contest has as follows:

- Disclose evaluation criteria in advance
  - ✧ This evaluation sheet was developed with arguing to venture capitalist, accountant, consultant, business executive, researchers at university, and faculty at university. In addition, we adopt high disclosure policy including criteria for contributing your business plan improvement. Therefore, you could penetrate on your strength when you promote your business plan in front of contest judges and your business stake holders such as an investor.

#### 4 Evaluation criteria and 5 scales in each

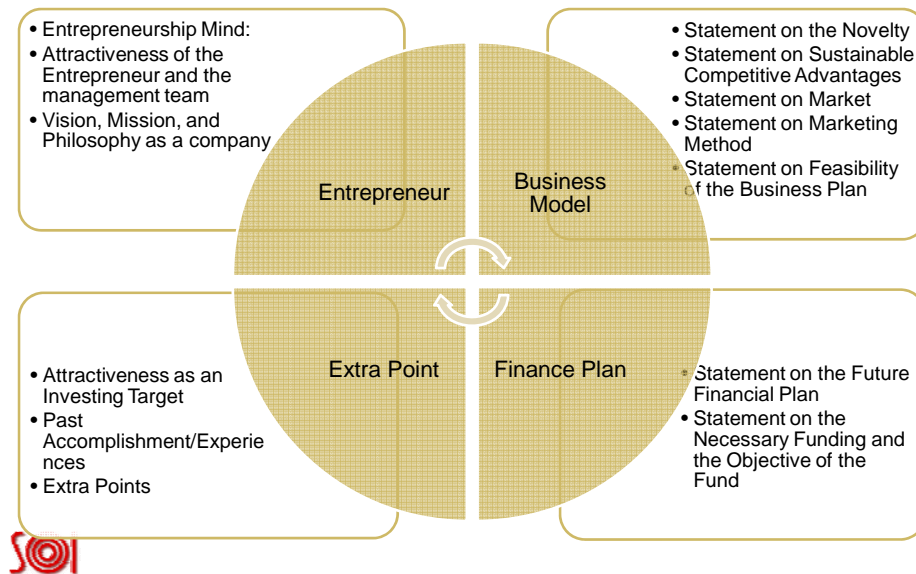


Figure3 Contest Criteria in 2010

- ✧ We invite judges from multiple fields. First group of judges is from SOI partner University faculties who are specialists in management and administrations based on voluntarily participation. Second is from industry fields: IT technology, Management, Intellectual Property, Financial Sector, and Accountant. Third group is all of the directing members of SOI Asia Business Platform LLP.
- ✧ Contest judges are required to announce NDA agreement in advance.

## 21 Judges from 14 institutions for SOI Asia contest in 2009-2010

Contest started 5 judges in 2007; but it increased at over 4 times in 3 years

1. Mr. Dy Rado (UHSC)
2. Prof. Dr. Abul Kashem Mia (BUET)
3. Mr. Seila Nuon (ITC) Winner of Business Plan Contest at SOI asia 2007
4. Dr. Shuhaimi Shahnon (USM) Deputy Director of Centre of Policy Research and International Studies (CenPRIS)
5. En. Shafie (USM) - School of Management's lecturer
6. Dr. Bal Krishna Shrestha (TU) - Associate Professor of Management
7. Prof. Ilka Kauranen (AIT) - Visiting Professor at Business School
8. Aulia Khusnul Arif (ITB) - Entrepreneur from CNRG
9. Dr. Khampheth Bounnady (NUOL)
10. Dr. Taufik Fuadi Abidin (UNSYIAH)
- 11 Prof. Jun Murai (KEIO)
- 12 Prof. Jiro Kokuryo (KEIO)
- 13 Dr. Satoshi Kabasawa (KEIO)
- 14 Prof. Keiko Okawa (KEIO/SOI Asia Business Platform LLP)
- 15 Mr. Takane Nakamura (Vice President, Internet Research Institute)
- 16 Dr. Shoko Mikawa (NTT Communications Corporation)
- 17 Mr. Katsunari Itako (Accountant)
- 18 Mr. Saburo Ono (Financial professional)
- 19 Mr. Kanichi Ishihara (Accountant)
- 20 Mr. Kojiro Ishikawa (Accountant)
- 21 Director /Asst. Prof. Masaki Umejima (SOI Asia Business Platform LLP/KEIO)



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### Message from one contest judge

- The revolutionary progressive ICT and open innovative business environment enable academia to have a direct connection to the world business. The world awaits unique and creative business ideas. The SOI contest will be a good gateway for you to the world market, as such business seeds will bring social welfare and happiness to folks of your country.
- Old economies tend to stick to their old-fashioned business ways to protect their vested interests. We Japanese have already experienced "the Galapagos phenomenon" in some industry sectors. We believe great businesses will be popping out from the dynamism and vitality of young Asian brains. We are all excited to meet you during the contest.

KPMG AZSA LLC  
Associate Partner  
Saburo Ono



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Figure4 Contest judges in 2010-2011

✂we call for the contest judges of 2010-2011

### 2.2. Theme of the Contest: which themes are welcomed?

Any themes of the business plan are welcomed. Please write an executive summary, which is essential for new business development, using the research outcome from your university's laboratory or from your own research.

### 2.3. Contest's evaluation process:

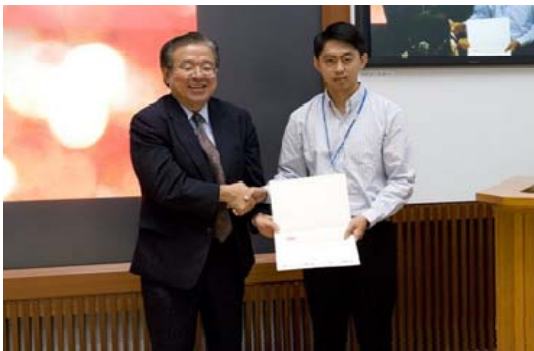
- 1st Round: paper judge: Nov 23, 2010, 21:00 +0900 (JST)
  - ✧ Results at 1<sup>st</sup> round would be delivered by e-mail by the end of Dec.
- 2nd Round: presentation judges: Dec 21, 2010, 11:10-12:40+0900 (JST)
  - ✧ 10 minutes presentations by four finalists, who are qualified at 1st round.

### 2.4. Submission form: How to submit your business plan?

Please download the Business plan format in advance at the entry site or something else, e.g. at a class. Of course, you can also use your original format for writing your business plan, but we strongly recommend for you to check whether your original format could answer every criteria, which our business plan format mentions and contest evaluation sheet requires. Especially, there are three essentials. First is fiscal projection, e.g. cash flow, P/L and BS. Second is management team description, which is attributed to show practicality about your business plan. Third is tangible market description at local and your penetrating market with keen analysis.

### 2.5. Prize

- Award
  - ✧ The winner at Business Plan Contest at SOI Asia 2010
  - ✧ Finalists at Business Plan Contest at SOI Asia 2010
- Prize
  - ✧ The prize of winner was a personal mobile computer in 2009 and in 2010..
  - ✧ Finalist could receive certificate from Contest organizers



Left: in 2007 Institute of Technology of Cambodia, Phnom Penh, Cambodia

Right: In 2009 Institute of Technology Bandung, Indonesia

Figure5: Picture of the winner of Contest 2007 and 2009

### 2.6. Language

Your business plan and presentations should be prepared in English.

### 2.7. Reference: for further inquiry

If you have questions and need more details about this business plan contest, mail us at [entresec@asia.soi.wide.ad.jp](mailto:entresec@asia.soi.wide.ad.jp)

Reference :

*Evaluation Sheet*

Established on Oct 2008

**Business Plan Contest at SOI Asia 2010-11  
- Building the future from Asia -  
Evaluation sheet**

SOI Asia Business Platform LLP will host SOI Asia Business Plan Contest 2010 which provides matching for Technology Entrepreneurs to receive funding aiming to promote technology development in University and business development in parallel.

This Evaluation sheet is what the judges will use in the SOI Asia Business Plan Contest 2010 as the primary business evaluation which discloses all procedures at the next page.

Who is Technology Entrepreneur?

“Technology entrepreneurship gives us capabilities to prove whether our technology is accepted and can benefit to people, and may derive our economic incentives”

2008 Spring A13/ SOI Asia meeting in Keio, Japan

## **Evaluation Sheet:**

Please mark your judgment in each criterion in the scale of one to five, five being the highest and one being the lowest.

Rough guidance of the each scale is indicated as followed. Please make a judgment in **absolute evaluation**, not on the curve evaluation.

- 5: Most Outstanding: Top ranking. Holds strong potential in making a major change in society in the future
- 4: Outstanding: Entrepreneur worth noting for this award. Holds strong potential to become a successful company (management team)
- 3: Average: Passing Level. Holds possibility to become a successful company (management team) if met with right terms and conditions
- 2: Below Average: Holds possibility, but will require extensive brush-up
- 1: Difficult: Lowest level. Holds little potential in becoming successful company

### (1) Entrepreneur Evaluation

① Entrepreneurship Mind: Reason for the start-up, enthusiasm toward the business

Please evaluate the entrepreneur's enthusiasm, passion, and motivation toward the business based on the process/reason for the start-up

Evaluating Points    |-----|-----|-----|-----|  
5                    4                    3                    2                    1

② Attractiveness of the Entrepreneur and the management team

Please evaluate the entrepreneur's attractiveness and the management team's attractiveness including the potential attractiveness fostered in the future.

Evaluating Points    |-----|-----|-----|-----|  
5                    4                    3                    2                    1

③ Vision, Mission, and Philosophy as a company

Please evaluate the management philosophy (or vision and mission regarding the business) based from the strategic stand point of the management.

Evaluating Points    |-----|-----|-----|-----|  
5                    4                    3                    2                    1

**(2)Business Model Evaluation**

④ Statement on the Novelty

Please evaluate the creativeness of the business and potential innovation to bring in breakthrough into the society.

Evaluating Points    |-----|-----|-----|-----|  
                                  5            4            3            2            1

⑤ Statement on Sustainable Competitive Advantages

Please evaluate the core skill/technology of the business – the uniqueness that does not allow the others to follow, and/or the competitive advantage over the competitor, and/or primitive advantage in the management strategy.

Evaluating Points    |-----|-----|-----|-----|  
                                  5            4            3            2            1

⑥ Statement on Market

Please evaluate the target market (including the potential market) the business has specified and accuracy of the description.

Evaluating Points    |-----|-----|-----|-----|  
                                  5            4            3            2            1

⑦ Statement on Marketing Method

Please evaluate the marketing/sales strategy including communication process of the service/product to the market, price setting, and promotion method.

Evaluating Points    |-----|-----|-----|-----|  
                                  5            4            3            2            1

⑧ Statement on Feasibility of the Business Plan

Please evaluate the business plan feasibility on the feasibility itself and the precision of the plan.

Evaluating Points    |-----|-----|-----|-----|  
                                  5            4            3            2            1

**(3)Finance Plan**

⑨ Statement on the Future Financial Plan

Please evaluate focusing on the precision and the feasibility of the sales/cost estimate for the next three years, and the cash flow plan.

Evaluating Points |-----|-----|-----|-----|  
5 4 3 2 1

⑩ Statement on the Necessary Funding and the Objective of the Fund

Please evaluate the accuracy of the plan on the objective of using the fund invested through this process.

Evaluating Points |-----|-----|-----|-----|  
5 4 3 2 1

(4)Extra Points

⑪ Attractiveness as an Investing Target

Please evaluate whether this company is a company you would like to invest in as a venture capitalist or an angel investor.

Evaluating Points |-----|-----|-----|-----|  
5 4 3 2 1

⑫ Past Accomplishment/Experiences

Please evaluate the past business accomplishment (including measurable elements as well as others).

Evaluating Points |-----|-----|-----|-----|  
5 4 3 2 1

⑬ Extra Points

Please add any other special points you feel relevant from your standpoint that you feel necessary.

Evaluating Points |-----|-----|-----|-----|  
5 4 3 2 1



## Business Plan writing format

**This format is prepared to easily write a business plan, so It adopts Q &A format. When filling in answer, you can create business plan with essential components of business model.**

- I and we will entry the Third Business Plan Contest at SOI Asia 2010-2011
- I and we will **Not** entry the Third Business Plan Contest at SOI Asia 2010-2011

**Your Business plan will be shared among classmates, lecturers, and judges without non-disclosure agreement. Please note that there will be limited confidentiality, so please hide any confidential aspects.**



## Name of your business:

Name and e-mail address for All your team members

- 1.
- 2.
- 3.
- 4.
- 5.

## For Entrepreneur Evaluation-1- Preliminary Entrepreneur Essentials



Firstly, please answer to the following 'essential' questions to describe why you need to develop new business, aiming to transfer your technology out of university and benefit to people

Key Question	Answer
<p><b>Vision/Mission Statement</b> – Please describe vision and mission that can lead your business to a successful start and a sustainable growth.</p>	

## For Entrepreneur Evaluation-1- Preliminary Entrepreneur Essentials



Firstly, please answer to the following 'essential' questions to describe why you need to develop new business, aiming to transfer your technology out of university and benefit to people

Key Question	Answer
<p><b>Origin of the business</b> – Please describe how your business plan is related to research/education of your university and related research institute</p>	

## For Entrepreneur Evaluation-1- Preliminary Entrepreneur Essentials



Firstly, please answer to the following 'essential' questions to describe why you need to develop new business, aiming to transfer your technology out of university and benefit to people

Key Question	Answer
<b>Management team</b> – Please list your attractive management team, e.g. CEO, CTO, and COO, with a business or a research biography filled with experience or tangible accomplishment, etc.	

## For Business Model Evaluation -1- Your product, Envisaged Target Market, and Marketing Method



Following questions aim to clarify your business model. Sophisticated Business Model would support for your technology to be accepted into society. Where your technology would penetrate, and What strength your technology would have is essential.

Key Question	Answer
<b>Statement on the Novelty</b> - Please describe the creativeness and the uniqueness of your business, i.e., how your business may a leader in innovation and bring in breakthrough to the society.	

## For Business Model Evaluation -1- Your product, Envisaged Target Market, and Marketing Method



Following questions aim to clarify your business model. Sophisticated Business Model would support for your technology to be accepted into society. Where your technology would penetrate, and What strength your technology would have is essential.

Key Question	Answer
<b>Statement on Competitive Advantages -</b> Please describe how your competitive advantage (such as unique advantage in technology) can be maintained for a substantial period of time.	

## For Business Model Evaluation -3- Marketing Method



Following questions aim to clarify your business model. Sophisticated Business Model would support for your technology to be accepted into society. Where your technology would penetrate, and What strength your technology would have is essential.

Key Question	Answer
<b>Statement on Market</b> – Please describe your envisaged markets as follows: <b>➔ Geographic Areas</b> Country, region, territory, etc. Please specify clear geographic areas for marketing <b>➔ Target Market Size</b> Please indicate its prospective volume with available indicators. In addition, it is convenient if you could sum up revenues of all (or major) players in the market <b>➔ Target Market Position (e.g. market share)</b> Please articulate your targeting market.	

## For Business Model Evaluation -2- Your product, Envisaged Target Market, and Marketing Method



Following questions aim to clarify your business model. Sophisticated Business Model would support for your technology to be accepted into society. Where your technology would penetrate, and What strength your technology would have is essential.

Key Question	Answer
<b>Statement on Marketing Method</b> - Please describe the marketing/sales strategy including distribution process of the service/product to the market.	

## For Business Model Evaluation -2- Your product, Envisaged Target Market, and Marketing Method



Following questions aim to clarify your business model. Sophisticated Business Model would support for your technology to be accepted into society. Where your technology would penetrate, and What strength your technology would have is essential.

Key Question	Answer
<b>Roadmap and Milestones</b> – Please list up all phases to grow the business by its goal.	

## For Financial Plan Evaluation -1- Basic Financial Planning – why you needs equity infusion



Following questions aim to articulate the investment required for your business and an adequate reasoning to inject the cash requested. Please answer to each question briefly, and also complete the next slide

Key Question	Answer
Please briefly summarise the financial projection for next 3 years, in terms of revenue, cost and return on investment	<ul style="list-style-type: none"><li>• <i>Note: Please complete the next slide</i></li></ul>

## For Financial Plan Evaluation -1- Basic Financial Planning – why you needs equity infusion



Following questions aim to articulate the investment required for your business and an adequate reasoning to inject the cash requested. Please answer to each question briefly, and also complete the next slide

Key Question	Answer
<b>Statement on the Necessary Funding and the Objective of the Fund-</b> Please describe how much capital do you need to launch your business, and what is your plan to use the funding for.	

## For Financial Plan Evaluation -2- Basic Financial Planning – Projection Table



Please simply describe your initial financial projection based on your understanding of the target market, manufacturing cost, distribution cost, and marketing cost.

Note: Double Click to Open the Excel Worksheet

YEAR/\$		2010	2011	2012	2013	2014
Profit/Loss						
Depreciation						
Investment/Operating Expenses		0	0	0	0	0
	R&D					
	Sales					
	Administration					
	Investment					
Equity infusion						
Debt infusion						

## For Financial Plan Evaluation -2- Basic Financial Planning – Projection Table



Please simply describe your initial financial projection based on your understanding of the target market, manufacturing cost, distribution cost, and marketing cost.

Note: Double Click to Open the Excel Worksheet

YEAR/\$	Details	2010	2011	2012	2013	2014
Sales/		0	0	0	0	0
Cost/		0	0	0	0	0
	Variable cost					
	Fixed cost					
Profit/		0	0	0	0	0