



## InnoVEX 2019 Pitch Contest Regulations

2019.03.19

### 1. Purpose of InnoVEX Pitch Contest

InnoVEX, the best networking platform between the global ICT industries and Startups Ecosystem, each year attracts over 10 thousands of venture capitalists, corporates, buyers and accelerators to join. Through InnoVEX Pitch Contest, InnoVEX team wants to offer startup participants a great opportunity to be on stage, exposing to successful networks and business opportunities.

### 2. Participants

Startup companies or teams with products or solutions in the categories of:

- AI & Big Data
- AR/ VR/ MR
- 5G Applications
- Consumer Tech
- Fintech, Blockchain& E-Commerce
- Enterprise Software
- Hardware & IoT
- Health & Biotech
- Security
- GreenTech

### 3. Eligibility

- (1) InnoVEX 2019 Exhibitors that company established after January 1, 2014.
- (2) If the participating team withdraws after the registration, it will be deemed to be disqualified.
- (3) Teams interested in registering for Startup Terrace Award must agree to station in Startup Terrace for one year.



#### 4. Entry Fee

- (1) No entry fee required for InnoVEX 2019 exhibitors.

#### 5. Prize of InnoVEX 2019

- (1) Grand Prize: Only one winning team selected from Final Round will receive the prize of US\$30,000.
- (2) Special Awards:
  - Taiwan Capital Innovation Award: Taiwan Capital Management Corporation will select one winner from teams participating in the Pitch Contest. The winner will receive 10,000 USD. The criteria for this award are for startups with innovative technologies and international competitiveness, award is specifically aiming towards IoT or bio-medical related teams as first priority, but other startups with promising technology will also be considered.
  - Startup Terrace Award: Must agree to station in Startup Terrace for one year and collaborate with Taiwanese enterprises before the end of stationing. Teams fail to do so will result in disqualification of winning the award and the prize money. Winning teams will receive 60,000USD each and subsidies for stationing in Startup Terrace, there will be a maximum of five winning teams. If no suitable teams, prizes will not be awarded. ( Teams interested in registering for the Startup Terrace Award must comply with the Startup Terrace Award agreement, by selecting the box in order to participate) For detail regulation and award process see appendix.
- (3) Newly-added or Special awards, if any, will be announced on InnoVEX's official website and updated on InnoVEX 2019 Pitch Contest Regulations.

#### 6. InnoVEX 2019 Pitch Contest Schedule (in Taiwan Standard Time)

- (1) Registration: From October 19<sup>th</sup>, 2018 to May 3<sup>rd</sup> 23:59(GMT+8), 2019, accepting online registration only through [My Pitch](#) website page.
- (2) Preliminary Round: Teams will be evaluated and selected based on document review. Results of the Preliminary Round will be announced on InnoVEX's official website on May 17<sup>th</sup>, 2019.

- (3) Semifinal Round: May 29th, 2019 on Pi Stage. Each startup will be allocated 6 minutes to pitch followed by 5 minutes of Q&A from the judging panel, totaling 11 minutes. List of finalists and schedule for the Final Round will be announced on InnoVEX's official website on May 29<sup>th</sup> evening.
- (4) Final Round: May 31<sup>st</sup>, 2019 on Center Stage. Each startup will be allocated 10 minutes to pitch followed by 5 minutes of Q&A from the judging panel, totaling 15 minutes. Award ceremony will be held after the final pitch round.

## 7. Preliminary Round

- (1) Teams will be evaluated and selected based on document review.
- (2) Deadline for submission is May 3<sup>rd</sup>, 2019 at 23:59(GMT+8). A panel of judges will then evaluate business proposal and one-minute pitch video submitted by each team. Teams that pass and advance the evaluation are eligible to participate in the Semifinal Round. Business proposals and pitch videos must be submitted in English.
- (3) Scoring Method:
  - Business Proposal Scoring Criteria:

Item	Description	Score
Content Completeness	Business opportunities and concept for product or service must be included.	5
Problem Statement and Proposed	Provide information regarding solutions to problems that this product or service solve, benefit that it could bring, and the current status/stage of the product or service.	5
Business Model and Market Size	Provide quantitative analysis on market size and target audience. Specify how the product or service manufactures and profits.	5
Marketing Plan	How well the team utilizes resources, executes marketing strategy and product management. How well the team advances its strength when facing competition or potential competition.	5



- Pitch Video Scoring Criteria: Video should be one-minute long, in English, targeting product concept and business opportunities.

Item	Description	Score
Content Completeness	Business opportunities and concept for product or service must be included.	5
Presentation Performance	Good presentation skills and clear enunciation.	5

## 8. Semifinal Round

- (1) The semifinalists will compete on May 29<sup>th</sup>, 2019.
- (2) The panel of judges invited by the organizers will consist of local and international venture capitalists.
- (3) Each startup will be allocated 5 minutes to pitch followed by 3 minutes of Q&A from the judging panel, totaling 8 minutes. The entire process must be conducted in English.
- (4) After the Semifinal Round on May 29<sup>th</sup>, 2019, scores will be tallied and ranked. 8 teams with the highest scores will advance to the Final Round. List of finalists and schedule for the Final Round will be announced on InnoVEX's official website.



## (5) Scoring Criteria for the Semifinal Round:

Item	Description	Score
Presentation Performance	Deliver presentation clearly, confidently, and professionally, with creativity and vibrancy; provide impressive insights and inspire the audience; finish within the time limit.	5
Problem Statement and Proposed Solution	Provide information regarding solutions to problems that this product or service solve, benefit that it could bring, and the current status/stage of the product or service.	5
Business Model and Market Size	Provide quantitative analysis on market size and target audience. Specify how the product or service manufactures and profits.	5
Marketing Plan	How well the team utilizes resources, executes marketing strategy and product management. How well it advances its strength when facing competition or potential competition.	5
Feedback Respondent	Respond to the judges' suggestions and questions in constructive and flexible manner.	5

**9. Final Round**

- (1) The finalists will compete on May 31<sup>st</sup>, 2019, following by award ceremony.
- (2) The panel of judges invited by the organizers will consist of local and international venture capitalists.
- (3) Each startup will be allocated 10 minutes to pitch followed by 5 minutes of Q&A from the judging panel, totaling 15 minutes. The entire process must be conducted in English.
- (4) The winner will receive the grand prize of US \$30,000.



## (5) Scoring Criteria for the Final Round:

Item	Description	Score
Presentation Performance	Deliver presentation clearly, confidently, and professionally, with creativity and vibrancy; provide impressive insights and inspire the audience; finish within the time limit.	5
Problem Statement and Proposed Solution	Provide information regarding solutions to problems that this product or service solve, benefit that it could bring, and the current status/stage of the product or service.	5
Business Model and Market Size	Provide quantitative analysis on market size and target audience. Specify how the product or service manufactures and profits.	5
Marketing Plan	How well the team utilizes resources, executes marketing strategy and product management. How well it advances its strength when facing competition or potential competition.	5
Feedback Respondent	Respond to the judges' suggestions and questions in constructive and flexible manner.	5

**10. Notice**

- (1) Plagiarism and counterfeit are forbidden in the Pitch Contest. If reported for infringement of (include but not limited to) copyrights or patent rights, the contestant is solely responsible for any legal liability.
- (2) Once registrations are completed, it is assumed all information provided by the contestants is true. If the information is incomplete, incorrect, or does not enable the organizer to get in contact with the contestant, the organizer will NOT provide further notice, and contestants will be disqualified.
- (3) For non-profit promotional purposes, the organizers have the right to use the products information entered by the contestants, including replication,



distribution, advertisement, broadcasting, and online promotion.

- (4) The organizers reserve the right at all time to disqualify the entries from the contestants and take back all prizes and certificates which are already presented, with solid proof that (include but not limited to) materials, items, and information from the contestant is plagiarized or has infringed upon copyright or against relevant laws and regulations. The prize originally awarded to the violator can be replaced by the runner up prize winner based on the jury's evaluation.
- (5) According to the relative R.O.C. Income Tax Act, prize will be taxed. Prize winner should provide his/her identity document for the organizer to file taxes.
- (6) Once the contestants complete their registrations, they are assumed to have full knowledge of all Pitch Contest regulations and are considered willing to comply with all the rules. Should amendments occur in the regulations, please refer to announcements on InnoVEX's official website. The organizer will not provide further notifications.
- (7) The organizers of InnoVEX reserve the right to adjust and modify the above regulations at any time under any circumstance.



## Appendix

### Small and Medium Enterprise Administration, Ministry of Economic Affairs

## "Startup Terrace Award"

Revised 2019.03.27

### **The Purpose**

The Small and Medium Enterprise Administration, Ministry of Economic Affairs (SMEA) offer five Startup Terrace Awards to encourage domestic and foreign startup companies and teams to develop new businesses in Taiwan and to station in Startup Terrace. By providing subsidies and working space, SMEA hopes to help startups in domestic and abroad to develop and create new opportunities for Taiwan startup industry.

### **Qualification**

Startup companies or startup teams that registered for InnoVEX 2019 PITCH Contest.

### **Registration (Must read)**

Startups that registered for InnoVEX 2019 PITCH Contest have to select and agree to participate in Startup Terrace Award on the PITCH Contest registration system in order to be eligible for the Award.

### **Selection Method**

Selection scoring method and schedule date will be the same as InnoVEX 2019 PITCH Contest. The judges will select 5 winning teams from contestants that are eligible for Startup Terrace Award and have made it to the semi-final. (If no suitable teams, the prize will not be awarded)

### **Awards Description**

1. Each team receives the InnoVEX award of \$60,000 made in two payments:

The first payment of \$18,000 is paid after the award contract is signed.



The second payment of \$42,000 is paid after the team has moved in the Startup Terrace for one year and a service or product MOU is signed with a business in Taiwan.

2. Free office space in the Startup Terrace. Must be occupied for at least one year.
3. One-stop service for assistance with the entrepreneur visa application and company registration in Taiwan.
4. Startup Terrace dormitory discount.
5. Arrange for startup funding with domestic and foreign companies or venture capitalists.
6. Promotion opportunities at domestic and foreign entrepreneur fairs.

## VI. Conditions

1. The Startup Terrace plans to open in May 2019. The award-winning teams shall move into the Startup Terrace for one year after its opening and establish a company in accordance with Taiwan's Company Act. If a company is not established in Taiwan, the Special Assignment Office will be commissioned to assist with the establishment. Companies established and registered in the Startup Terrace shall enjoy the related incentives offered by the park.
2. The services, technology and products researched and developed by the award-winning team must be practically applied in Taiwan or the award-winning team must enter cooperation with a Taiwanese business such as product manufacturing / production, technology cooperation, strategic alliance before the period ends.
3. The InnoVEX Award is divided into two payments. The first payment is made after the award contract is signed. The second payment is made after the above two conditions are completed. If the conditions in the above two conditions are



not fulfilled, the second payment shall not be made by the MOEA Small and Medium Enterprise Administration.

4. The official InnoVEX 2019 website shall prevail for any matters not stipulated within these regulations or any amendments made to them. No further notification shall be made.
5. The MOEA Small and Medium Enterprise Administration reserve the right to amend or modify the Startup Terrace Award special award-related regulations.
6. Startup Terrace introduction: Located at the border of New Taipei City and Taoyuan County in Taiwan, Startup Terrace is situated along the Taoyuan Airport metro line and includes buildings A6, A7, B5 and A3 (building 1) of the 2017 Universiade athlete's village occupying 14,618 pings in area. Surrounding facilities include the Taoyuan Metro's A9 Linkou Station, Chang Gung Hospital, Mitsui Outlet Park, Linkou Sports Park and Linkou Junior High School (High School) making it suitable for the development of all sorts of innovative technology and services.