

COMPETE WITH STUDENTS WORLDWIDE IN

# THE 9<sup>TH</sup> ANNUAL CHINA BUSINESS MODEL COMPETITION

## ABOUT

Join the University of Maryland's Robert H. Smith School of Business, Peking University, The Technion - Israel Institute of Technology and other top Chinese universities in a global business model competition. Participants will work on cross-national teams to compete for a chance at \$15,000 (100,000RMB) in prizes.

## KEY POINTS

- Using an online platform, students enter as individuals, not as teams.
- Each student submits a video pitch of their idea that is judged by fellow students and judges.
- The top 25% of ideas advance, and each advancing entrepreneur forms teams with those students whose ideas did not advance.
- Teams then engage in customer discovery to validate initial ideas and formulate a business pitch.
- Teams make two update video presentations one in April and one in May.
- To enter, work with your campus representative to submit your contact information for the online platform.

## THE PITCH

The final business idea pitch will be presented at Peking University in English by the entire team and must address the following:

- Impact on the Market
- Customer Demand via Proven Customer Discovery
- Profit Potential
- Compelling & Feasible Business Model
- Use of Funds

### DATE

Friday, May 29, 2015

### TIME

9:00-4:00 PM

### PLACE

Guanghua School of Management at Peking University

**COMPETE FOR  
\$15,000 (100,000RMB)**



ROBERT H. SMITH  
SCHOOL OF BUSINESS  
DINGMAN CENTER FOR  
ENTREPRENEURSHIP



光华管理学院  
Guanghua School of Management

COMPETE WITH STUDENTS WORLDWIDE IN

# THE 9<sup>TH</sup> ANNUAL CHINA BUSINESS MODEL COMPETITION

## TIMELINE

April 1:	Competition Online Platform Opens
April 5:	Initial 90-second Business Pitch Due
April 7:	Winners Announced
April 13:	Team Formation
April 20:	1st Presentation Posted
April 27:	1st Presentation Feedback Complete
May 10:	2nd Presentation Posted
May 15:	2nd Presentation Feedback Complete
May 29:	Competition at Peking University



## JUDGING

Teams will present a PowerPoint presentation of their business model to a panel of U.S. and Chinese judges appointed by the Dingman Center for Entrepreneurship and Guanghua School of Management. Judges include a mix of entrepreneurs, faculty, investors and venture capitalists. Cash awards will be distributed during the competition on May 29.



## PRIZE CATEGORIES

- Most Disruptive or Innovative Idea
- Best Leveraging of Resources
- Best Use of the Lean Startup Methodology
- Best in Category: Using Business to Solve Environmental Challenges
- Audience Choice Award
- Best Online Feedback

## MORE INFORMATION

To read a full description about prize categories, learning outcomes and further details please visit the competition web site at <http://ter.ps/cbmc>.

For more information, visit <http://ter.ps/cbmc>