

Competition: Setting Up Business in China

The Aim of the Competition:

- to provide a platform to show students' innovative ideas and talents for students in Groningen;
- to inspire students to explore business opportunities in the fastest-developing country, China;
- to find out innovative ideas born through the competition. Nice ideas may be taken forward into real business for investors in both The Netherlands and China.

Chief Organizers:

- International Business School (IBS) at Hanze University of Applied Sciences
- Groninger Confucius Institute
- Rijksuniversiteit Groningen

Who is eligible?

- Current students in Hanze University of Applied Sciences;
- Current students in Rijksuniversiteit Groningen;

Notice: (1) Bachelor or MBA/Master, PhD students are equally welcome; (2) Both an individual applicant or team of applicants are equally welcome.

Important Dates:

- Jan 31, 2014 Deadline for the submission of Business Plan
- Feb 8, 2014 Announcement of the finalists
- Feb 18, 2014 Presentations & Award Ceremony

Submission Guidelines:

- **Written Business Plan Submission:**

A written business plan should be mailed to Ms. Ning DING (n.ding@pl.hanze.nl) before 12:00 a.m. on **January 31, 2014**. Please submit the electronic version via email in PDF. No other format will be accepted. Files should be named according to the following format: BP_Student Name.pdf.

- General Guidelines: Written business plan is limited to four pages of text in main body (typed, 1.5-spaced, minimum 10 point font, and 1" margins on all sides). Detailed spreadsheets and appendices are not included into the main body, but will be limited to 6 pages. In total, the maximal number of pages is 10. Cover page is an extra page, not included into the total page number.
- Content—Your business plan should cover at least :
 - o Product or service description
 - o Customer/Market Analysis
 - o Sales and Marketing Plan
 - o Competitor Analysis
 - o Management organization
 - o Financial highlights (such as cash flow, income statement and balance sheet)
 - o Offering of the company (the amount of investment you are applying for, the usage plan of the investment)

- **Judge Criteria for Written Business Plan:**

Judge will score each written business plan on a scale of 1 (poor) to 5 (excellent). The three applicants with the highest scores will be invited for the final presentation.

The best written business plan should include:

- clear explanation of their product/service
- the uniqueness of their product/service
- wonderful market opportunity and ability to penetrate the market
- feasible business model
- understanding of financial operation

- **Oral Presentation:**

Oral presentation will take place at Hanze University of Applied Sciences on February 18, Tuesday, 2014. Invited finalists should present before 10.00 a.m. Three best written business plans will be invited for the final presentation. The finalists will have 10 minutes to present, followed by a 15 minute question-and-answer session.

- **Judge Criteria for Oral Presentation:**

Judge will score each written business plan on a scale of 1 (poor) to 5 (excellent). The applicant(s) with the highest score will get the 1st prize, while the one with the lowest score gets the 3rd prize.

The best oral presentation business plan should show:

- a full understanding of the topic
- a good preparation and good organization of the presentation
- confidence of the business and good contact with the audience
- professionalism in answering all questions
- usage of graphics to deliver information

Review Committee

- Prof. Rien Segers, PhD (Hanze),
- Ms. Xuefei Cao, M.A. (GCI),
- Mr. Jan Klerken (GCI),
- Ass. Prof. Haibo Zhou, PhD (RuG),
- Ms. Shufen Lee, M.A. (Hanze),
- Ms. Ning DING, PhD (Hanze)

Invited Keynote for the Final Presentation:

- Dr. Victor Yuan

Prize:

- EUR 300=1st prize,
- EUR 120=2nd prize,
- EUR 80=3rd prize.

Notice: All teams or individual participant will receive a certificate issued by GCI and IBS to show their success in the competition.

More Info? Please contact

- Ms. Ning DING, via n.ding@pl.hanze.nl

袁岳博士 Dr. Victor YUAN，零点研究咨询集团董事长，创业管理服务机构飞马旅发起人，知名独立媒体人，央视策略顾问，飞驴湾首席国际旅行家。北京大学社会学博士，哈佛大学肯尼迪政府学院 MPA，西南政法大学法学硕士，2007 年耶鲁世界学者。中国市场营销协会副会长，北京科技咨询业协会理事长，世界专业研究人士协会（ESOMAR）原中国区代表，国际管理咨询机构协会（AMCF）前副主席兼原中国区代表，北京留学生商会副会长，哈佛校友会理事，世界园艺博览会文化艺术委员会委员，中国国家标准委员会社调市调标委会委员，公益基金会中心与友成企业家扶贫基金会顾问。清华大学、南开大学、西南交大、中国传媒大学、中央美术学院等高校的兼职教授、EMBA/MBA/MPA 兼职导师。对社会群体文化方面颇有研究，担任多家重要媒体和企业的长期管理顾问。出版有管理学、经济学、社会学、法学等方面论述四十余册，逾 1200 万字。



§ Chairman of Horizon Research Consultancy Group

§ CEO of Feimalv (Entrepreneurial Management Service Organization)

§ Famous Media Professional, CCTV Strategy Consultant.

§.. Chief international traveler of FEILVWAY (International Customized Travel Agency)

§ Ph.D. in Sociology from Peking University

§ MPA from The John F. Kennedy School of Government, Harvard University

§ Yale World Visiting Scholar 2007

§ Vice President of China Marketing Research Association

§ Vice President of Beijing Consulting Association(BCA)

§ Primary Representative of ESOMAR and Chairman of China area

§ American Marketing Association member

§ Vice President of Harvard Club Beijing

§ Consulting Advisor of Entrepreneur Foundation Center and Youcheng China Social Entrepreneur Foundation

§ Part-time professor of Tsinghua, Nankai,etc. universities

§ Part-time Tutor of EMBA/MBA/MPA

§ As the management advisor of many famous medias and enterprises in the scope of social group research etc and Mr. Victor Yuan has published more than 40 books in respect of Economics, Sociology, Politic science and Culture .