I. GENERAL RULES & REGULATIONS

1. The proposed venture must be of an independent and scalable seed-stage startup seeking to raise external capital, and must address the entire business concept, including implementation and financial projection. Ventures that have generated revenue or raised external capital (beyond family and friends) exceeding US$100k prior to the 2023 calendar year (January 1st, 2023) are NOT eligible. Proposals for buy-out, expansion or development of an existing business, tax-shelter opportunities, real estate syndications, subsidiaries, franchisees and other consulting projects or analyses are NOT eligible. A venture that does not conform to this rule above will be IMMEDIATELY DISQUALIFIED.

2. Unless there are unforeseen circumstances, all participants must attend in person to be considered part of the competition.

3. The venture size, in terms of funding required from outside investors (including the current ask), must be at least US$500k. Methods of financing may be combined among bootstrapping, grants, angel/venture capital investments, and debt. A venture that does not conform to this rule above will have 10% deducted from the total presentation score in the relevant round.

4. The proposed venture must NOT be one that has previously competed in the presentation rounds of the Bangkok Business Challenge before.

5. All currencies used throughout the competition must be in US Dollars only.

6. In all cases, the judges’ decision is final.

II. TEAM ELIGIBILITY

1. All currently enrolled students, and graduated students who maintained student status in the 2023 calendar year, are eligible to participate (full-time, part-time, undergraduate, or postgraduate students).

2. Each team must contain TWO to FIVE members in total (excluding the faculty advisor).

3. Each team may have up to ONE non-student member in the team essential to the venture.

4. Each team must have the support of ONE faculty advisor from the institution the team represents*, and must have at least one of the members be currently enrolled in this institution.

*This is to ensure that the team is endorsed to represent the academic institution in the competition, which will be confirmed through the faculty advisor of said institution.

III. PHASES OF THE COMPETITION, TEAM SELECTION, AND GROUP ASSIGNMENTS FOR EACH PHASE
Global Competition

1. **Registration & First Round:** Online application opens at 09:00 hrs. (Bangkok Time) on Friday, February 16th, 2024. All submissions must be uploaded to [http://bbc.sasin.edu](http://bbc.sasin.edu) by 23:59 hrs. (Bangkok Time) on Friday March 29th, 2024.
   1.1. Each team is required to submit a Pitch Deck in accordance with the provided template at [http://bbc.sasin.edu](http://bbc.sasin.edu) by 23:59 hrs. (Bangkok time) on Friday March 29th, 2024 (see section IV). All topics from the template must be included in the submitted Pitch Deck. Modifications to the submission may be done up to this deadline.
   1.2. Each team may also submit a web link (URL) to a 60-second Video Pitch previously uploaded to YouTube, with access given to the organizers. This is optional, but highly encouraged by the judging panel.
   1.3. Of all applicants, 20 teams will be selected and invited to compete in Thailand. They and their faculty advisors will be individually notified via email on Friday April 26th, 2024. Each team member and advisor must then confirm his or her Intention of Participation by replying to bbc@sasin.edu by Friday May 3rd, 2024 at the latest.
   1.4. Should any of the selected teams relinquish their right to participate further in the competition by failing to confirm their Intention of Participation within the deadline or otherwise, we reserve the right to invite the next best team to fill up the vacancy. A public announcement and draw of the selected teams will be made by Friday May 10th, 2024. If, after the public announcement, any of the selected teams relinquish their right to participate further in the competition (despite having previously confirmed their Intention of Participation), we reserve the right to invite the next best team to fill up the vacancy.
   1.5. We reserve the right to refuse participation in the subsequent year’s competition from institutions whose teams have confirmed their Intention of Participation but then fail to participate further in the competition in Bangkok. Under such an eventuality, the highest authority governing the concerned institutions (i.e. Rector/President of the University, Dean of the Faculty, etc.) will be formally informed in writing.

2. **Full Written Business Plan Submission:**
   Each of the 20 qualified and participating teams will need to submit a Full Written Business Plan in PDF format to bbc@sasin.edu by 23.59 hrs. (Bangkok time) on Friday May 31st, 2024.

3. **SAA Network Coaching Round:**
   - **Afternoon session of Thursday June 20th, 2024.** The top 4 teams from the first round will be separated into four different groups (A, B, C and D). After which, all remaining teams will be randomly placed in each group to make up 5 teams per group. Each Semi-finalist team will be able to practice their Formal Presentations in a pre-competition practice round. The panel of experienced investors, entrepreneurs, and business professionals of the Sasin Alumni Association Network (SAA Network) will then provide frank verbal and written feedback to the Semi-finalists with regards to their Formal Presentations. This is a practice round and will **NOT** affect the progression of the main competition track.
4. **60-Second Pitching Round:**
   *Evening session of Thursday June 20th, 2024.* One representative from each of the 20 Semi-finalist teams will present their venture idea in front of a panel of judges in 60-seconds or less, without visual aids or props of any kind. The winner will be announced and awarded with a prize at the event, but the scores will **NOT** be included in the main competition.

5. **Semi-final Round:**
   *Morning session of Friday June 21st, 2024.* All semi-finalist teams are separated into four different groups (A, B, C, and D) in whichever method is chosen for the year, making up 5 teams per group. The 20 Semi-finalist teams will then present their business plans to their respective panel of judges, from whom they will receive oral and written feedback - see Section VIII. The winner of each group will immediately proceed to the Final Round.

6. **Play-off Round:**
   *Afternoon session of Friday June 21st, 2024.* The second and third ranked teams from each group (A-D) will be offered a second chance with a different panel of judges. The second ranked teams from groups A and C and the third ranked teams from groups B and D will form a group of four to compete for a seat in the Final Round. Similarly, the third ranked teams from groups A and C and the second ranked teams from groups B and D will also compete for a chance to join the Final Round.

7. **Sustainability Award Round:**
   *Afternoon session of Friday June 21st, 2024.* After the 20 Semi-finalists’ Written Business Plans, presentations, and any other content have all been reviewed, 4 teams will be chosen by the Sustainability Award Committee to compete for H.R.H. Princess Maha Chakri Sirindhorn’s Sustainability Award and Trophy.

8. **Final Round:**
   *Morning session of Saturday June 22nd, 2024.* The 2 Play-off Round winners will join the 4 Semi-final Round winners in the Final Round. A random sequence of teams will then present their business plans to a panel of judges. The **winner will receive the H.M. The King’s Award.**
IV. FIRST ROUND PITCH DECK

The First Round requires the online submission of a Pitch Deck (in PDF format of no more than 10 slides - see template to review) using the outlined content as shown below:

1. **Venture name:** include contact info + what you are looking for.
2. **Product/Service description:** Intended benefits, proof of concept (if any), intellectual property (if any), etc.
3. **Market Opportunity:** planned target customers, estimated market size (with references), go-to market strategies, etc.
4. **Market Problem:** What is the problem? Who has it? How many? How do you know? Show that there is a big need and therefore a big opportunity.
5. **Solution:** What is the solution? Who is the target segment? How will it solve the problem? Show your prototype/image/proof and present the value proposition for your clients.
6. **Plans and Milestones:** Convince the audience with your vision. Show your short-term and long-term plans, including “product development plans”, and “business strategy plans”. What are the major milestones reached so far? What are the barriers preventing you from moving forward?
7. **Management Team:** Show your team members with their qualifications and past experiences, as well as your advisors and investors. Convince the audience that you are the right team to deliver this solution and solve this issue.
8. **Validation and Traction:** Include your KPIs (Key Performance Indicators), press coverage, partnerships, awards, customer success stories/testimonials, etc.
9. **Finance:** Show your revenue model (how are you going to make money?), sales/revenue projection (chart or table), NPV/IRR for investors, as well as other relevant financial data.
10. **Sustainability:** Include how your venture has holistically internalized sustainability principles, both strategically and in practice. The balance between environmental, social, and economic impact of your venture can indicate your sustainability.

All topics from the template must be included in the submitted Pitch Deck.

All currencies must be stated in US Dollars.

There will be 2% deductions from the First Round score for each violation of the rules above.
V. FULL WRITTEN BUSINESS PLAN

1. The business plan and appendices must **NOT** exceed 12 pages (including the cover page, executive summary, contents page, appendices, spreadsheets, illustrations, page breaks, etc.).
2. The main portion of the Full Written Business Plan must **NOT** exceed 8 pages of text and graphics (excluding the cover page, executive summary, contents page, and appendices). Detailed spreadsheets and other supporting data/documents should be in the appendices.
3. The Full Written Business Plan must be typed, professionally formatted, and comfortable to read (1.5 line spacing and size 12 font with 1-inch margins are recommended).

All currencies must be stated in US Dollars.

There will be **2% deductions** from the Written Business Plan score for each violation of the rules above.

VI. PRESENTATIONS

1. Formal Oral Presentations (Presentation + Q&A) are required from every team in the relevant rounds: SAA Coaching, Semi-final, Play-off, Sustainability Award and Final Rounds.
2. **All** team members must participate in the Formal Oral Presentation. A venture that does not conform to this rule above will have **10% deducted** from the total presentation score in the relevant round. Participation equates to any speaking role during the presentation and/or the Q&A.
3. Faculty Advisors are **not** required to attend the competition. Should they attend, they are **not** allowed to aid the team during their presentation and Q&A session in any way.
4. For the **Semi-final Rounds**, each team is required to give a **10-minute presentation**, followed by a **15-minute Q&A** session with the judges.
5. For the **Play-off Rounds**, each team is required to give a presentation within **25-minutes**, during which judges may ask questions at **any time** after 5 minutes has passed.
6. For the **Sustainability Award Round**, each team is required to give a presentation within **25-minutes**, during which judges may ask questions at **any time** after 5 minutes has passed.
7. For the **Final Round**, each team is required to give a presentation within **30-minutes**, during which judges may ask questions at **any time** after 5 minutes has passed.
8. A team that has finished its presentation may observe both the presentations and Q&A sessions of another team it precedes.
   8.1. Semi-final Round teams that have not given their presentations may **NOT** observe the Q&A sessions of any other teams in their own group
   8.2. Play-off Round teams that have not given their presentations may **NOT** observe the presentations of any other teams in their own group
9. **TIME LIMITS WILL BE STRICTLY ENFORCED.**
VII. VENTURE EXHIBIT

Teams accepted into the Semi-final Round will have a physical venture exhibit before presentation, and the score will be included in the business plan competition. Teams must prepare the contents of the exhibit once they have confirmed their place. This includes:

1. Full and official names of the venture and their represented institution.
2. High-resolution .ai (Adobe Illustrator) files of the logos of the venture (if available) and the represented institute.
3. Synopsis of the venture (50-70 words, 2-3 sentences).
4. Email of contact person for those interested in connecting.

This is for the benefit of the teams in promoting their ventures and will also count towards the scoring in the physical format (see next section).

VIII. JUDGING CRITERIA

The judging criteria will be heavily weighted on the commercial potential of the business and the credibility of the stated claims, projections, and assumptions. Whilst new-to-the-world products/inventions are not necessary, teams should clearly demonstrate the competitive advantage of their product or service, which may include intellectual property protection issues.

Judges look more favorably upon growth-oriented businesses catering to large markets.

Each round will be evaluated via the following:

1. The First Round will be solely evaluated on the submitted Pitch Deck while the (optional) Video Pitch acts as supplementary information.
2. The Semi-final Round will be evaluated on the submitted Written Business Plan (40%) and overall Business Viability (60%), as expressed in the Formal Oral Presentation. The Venture Exhibit will also be considered.
3. The Sustainability Award, Play-off and Final Rounds will be solely evaluated on overall Business Viability, as expressed in the submitted Written Business Plan, Formal Oral Presentation and Venture Exhibit.

NOTE: Raw scores are only an indication of how judges will rank each team in their groups. These ranks will be applied during the deliberation phase to select the winner(s).

In all cases, the judges' decisions are final.
IX. COVID-19 Preparations and Contingencies

As we plan to hold the competition physically on-site, participants must adhere to the following requirements:

1. Be fully vaccinated
2. Be open to take required COVID tests
3. Be willing to show documentation to verify any of the points above when coming on-site
4. Comply with any on-site requirements such as keeping masks on at all times, not forming a gathering over a stated limit of people, and staying an appropriate distance apart from others

Should a physically held competition not be possible, we reserve the right to adjust the competition in the following manner:

1. Presentations of the teams’ business plans will be done via Zoom for the main competition rounds, including the 60-second pitches
2. Venture exhibits will NOT count as part of scoring of the competition but may instead become an additional source of information for the audience instead
3. Platform testing for any online services used will be set up and carried out. Should there be any need to improve a participating team’s ability to compete virtually (e.g. network connection, video/audio quality, lighting, etc.), they must try to do so to the best of their ability.

Due to the uncertainty of the situation, any information regarding the situation will be communicated to the teams as any necessary responses are formulated by the organizers.
X. KEY DATES

Registration & First Round:

- Online Application opens on **Friday February 16th, 2024**
  - Pitch Deck (required) and 1-min Video Pitch (optional) due on **Friday March 29th, 2024**
- Qualified teams informed of their place in Semi-final Round on **Friday April 26th, 2024**
- Intention to participation for the Semi-final Round due on **Friday May 3rd, 2024**
- Team briefing session on **Thursday May 30th, 2024**

Semi-final, Play-off, Sustainability Award, and Final Rounds:

- **Full Written Business Plan due on Friday May 31st, 2024**
- **SAA Network Coaching Round on Thursday June 20th, 2024**
- **Semi-final Presentations on Friday June 21st, 2024**
- **Play-off round Friday June 21st, 2024**
- **Sustainability round Friday June 21st, 2024**
- **Final round Saturday June 22nd, 2024**