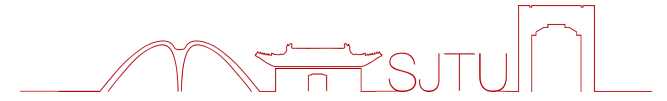




上海交通大学
SHANGHAI JIAO TONG UNIVERSITY



The 8th China International College Students' "Internet+" Innovation and Entrepreneurship Competition

Shanghai Jiao Tong University

May, 2022

饮水思源 · 爱国荣校



1

Brief Introduction

2

How to Participate

3

Competition Rules

4

Registration Guide



I. Introduction



- **a global event for college students worldwide to pursue dreams in innovation and entrepreneurship**
- **the top level entrepreneurship competition held by China** (proposed by Premier Li Keqiang in 2015, jointly hosted by the Ministry of education of the People's Republic of China, the government and universities annually)
- **25.33 million participants** in **6.03 million teams** from **121 countries and regions** in five continents during the last seven sessions
- **projects in all kinds of fields are welcomed, not necessarily “Internet” related**

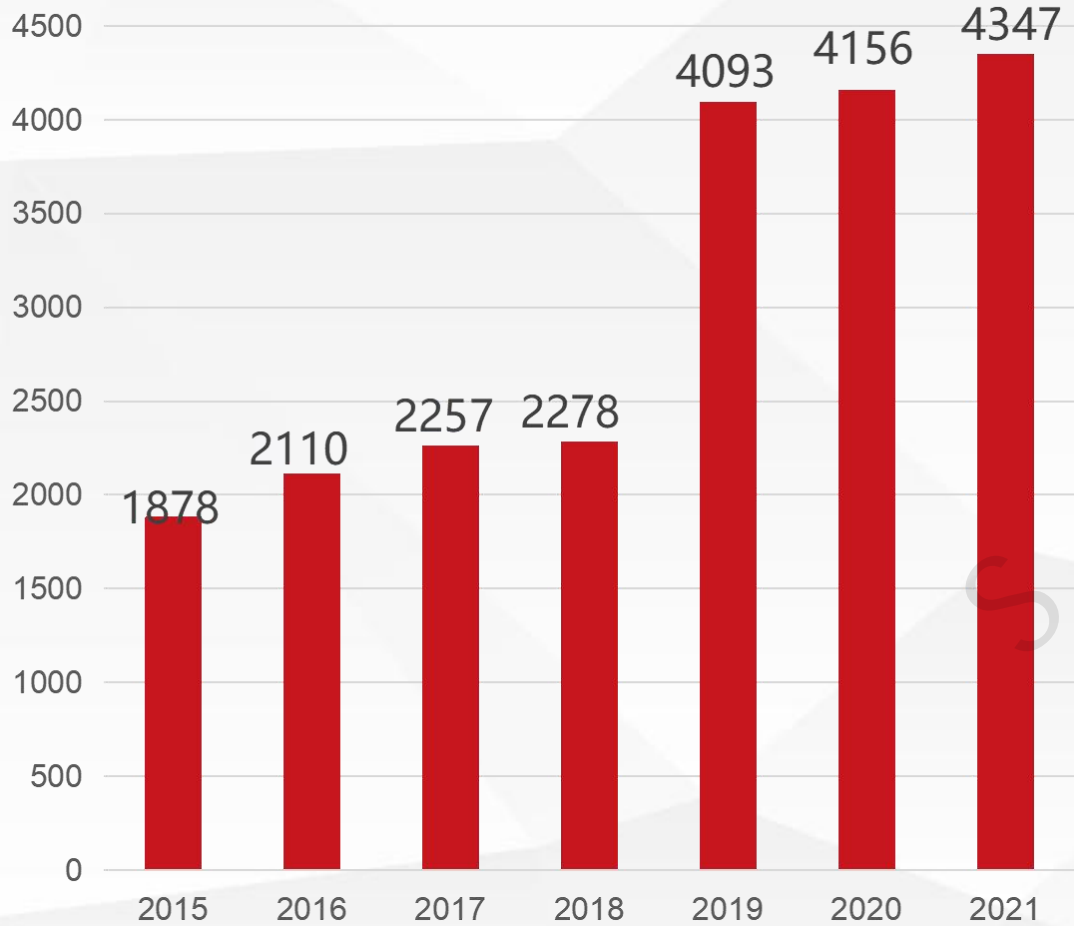




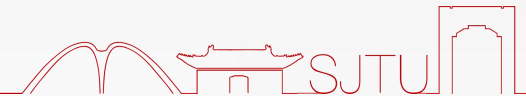
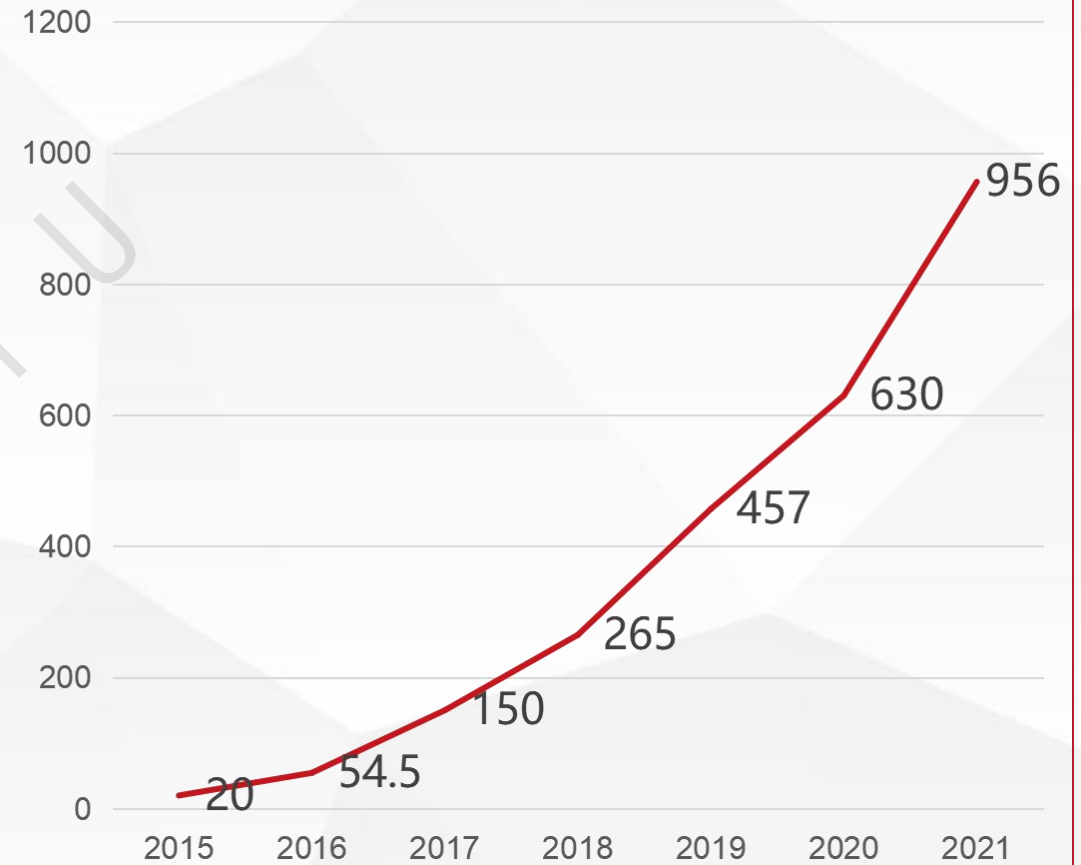
Participation during the last seven sessions



the number of university



the number of participants (unit: ten thousand)





II. How to Participate



1. The projects entered shall meet social needs, incubate new products, new business forms and models, promote the transformation and upgrading of industries such as manufacturing, agriculture, health, energy, environmental protection, and other strategic emerging industries, and promote the integration of the digital technologies with education, medical care, transport, finance, and consumption for living and cultural exchanges.
2. The projects entered shall aim to attract positive energy and must be actual, ethical, legal, and free of harmful contents that violate laws and regulations. All inventions, patented technologies, and resources involved must have clear legal intellectual property rights. Entrants who submit plagiarized, pirated or false entries will be disqualified with awards, if received, and bear all legal liabilities.
3. Entrants must choose the right category to register the projects. The participating teams must truthfully fill out and submit entry materials involved in the project on time in the registration system. **Projects that have won the Gold or Silver Awards in previous sessions of this Competition are not eligible this year.**
4. Entrants must be **under 35 years old (born after March 1, 1987).**





II. How to Participate



The Competition only accepts **team entries**, which **may be formed by members from more than one college**.

Two channels of participation, one for Chinese college teams and the other for teams from colleges outside of China. For the latter,

- all entrants must enter in **teams of 2 to 15 people** (team leader included).
- **all entrants must be students who are currently enrolled at a college/university located outside China or those who have graduated within the past 5 years (graduated after 2017).**
- **no limitation of applicants' nationality and ethnicity, and the projects' place of business**





II. How to Participate



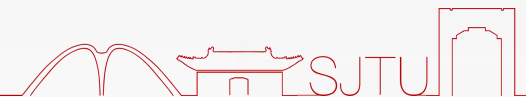
All projects entered will be divided into two main groups: **Undergraduate Group and Postgraduate Group** according to entrants' academic status. Each group can be further divided into three categories: **Creativity Category, Emerging Project Category, and Rising Project Category** according to business start-up stages.

Undergraduate Group

1. Creativity Category. Projects entered that:

- (1) are creative;
- (2) have mature product prototypes or service models;
- (3) **have not completed business registration** and other types of registration **on or before April 8, 2022.**

The applicant must be the team leader, and the team leader and members must be current undergraduates or junior college students.





II. How to Participate



2. Emerging Project Category

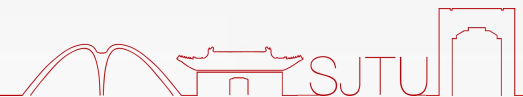
Projects entered that **have completed business registration** or other types of registration within the past three years (**after March 1, 2019**).

The applicant must be the team leader, the legal representative of the start-up and a current undergraduate or undergraduate/junior college student who has graduated within the past 5 years.

3. Rising Project Category

Projects entered that **have completed business registration** or other types of registration for over 3 years (**prior to March 1, 2019**).

The applicant must be the team leader, the legal representative of the start-up and a current undergraduate or undergraduate/junior college student who has graduated within the past 5 years.





II. How to Participate



Postgraduate Group

1. Creativity Category. Projects entered that:

- (1) are creative;
- (2) have mature product prototypes or service models;
- (3) **have not completed business registration** and other types of registration **on or before April 8, 2022**.

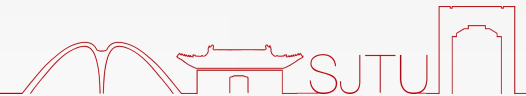
The applicant must be the team leader, and the team leader must be a current postgraduate student. The team members must be current postgraduate students or undergraduates/junior college students.

2. Emerging Project Category. Projects entered that **have completed business registration** or other types of registration within the past three years (**after March 1, 2019**).

The applicant must be the team leader, the legal representative of the start-up and a current postgraduate student or postgraduate who has graduated within the past 5 years.

3. Rising Project Category. Projects entered that **have completed business registration** or other types of registration for over 3 years (**prior to March 1, 2019**).

The applicant must be the team leader, the legal representative of the start-up and a current postgraduate student or postgraduate who has graduated within the past 5 years.





III. Competition Rules



Timeline:

- **Competition notice issued (Apr.)**
- **Participants' registration (Jun. 1-Jul. 15).**
- **Qualification review (Jul.15 - Jul.31).** Review of the qualifications and integrity of documents.
- **Online evaluation (Aug.1- Aug.15) .** Multiple rounds of evaluation.
- **On-site competition (late October).** 150 teams will enter on-site competition. If the pandemic is brought under control and international flights are back to normal, the committee will **cover for 1-2 members from each of the finalist teams the air travel expenses** (round-trip and economy class only) and the **local accommodation and transportation expenses** during the competition period. **If on-site competition is not possible**, evaluation of defense in the finals will be held in the form of **online road show**.
- For the judging rules and criteria, please visit <https://www.pilcchina.org/>.





III. Competition Rules



Awards:

- For teams from colleges outside of China, 50 projects will receive the **Gold Award**, 100 projects the **Silver Award**, and 350 projects the **Bronze Award**.
- award certificates
- assistance in finding investment and incubators
- **cash award** (refer to previous sessions, 1 million RMB for champion, 500 thousand RMB for the second place, and 300 thousand RMB for the third place; competing with entries from Chinese colleges in the championship round)



IV. Registration Guide



- Register at <https://www.pilcchina.org/> (Jun. 1-Jul. 15)
- **Please select "Shanghai Jiao Tong University" as the recommended university** when filling in the application form. **SJTU will provide help with your participation.**
- language: **Chinese or English**
- **registration guide:** https://www.pilcchina.org/users/sign_up

推荐院校（输入关键字后从自动提示列表中选择，如无则选择 N/A）

Which organization or Chinese university recommended you to this competition? (Start typing and select.
Choose N/A if there is none)





IV. Registration Guide



Information needed

- basic information of all the team members
- information of the project (Legal entity information is also needed for Emerging Project Category and Rising Project Category)

Attachment needed

1. a profile photo
2. the document proving the studying status/education level issued by the college/university, including but are not limited to schooling certificate, graduation certificate or degree certificate awarded, and the report of school record filed on the official college/university website.
3. business plan in PPT format
(Certificate of shareholding ratio of team members is needed for Emerging Project Category and Rising Project Category)





Suggestion on Business Plan



1. what is the project?
2. What problems are you solving? (market)
3. How do you address the problems? (product and logic)
4. Why it is you that can address the problems? (superiority and competitor analysis)
5. What have you done? (achievements)
6. How about your team?
7. What is the future plan and finance prospect?



Any questions, please contact



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School of Entrepreneurship and Innovation, Shanghai Jiao Tong University

If you are interested in the mentoring program held by SJTU, please submit the information via the link <https://qingflow.com/f/a6aa628a> (in English or Chinese) before June 6.

If not, please ignore this part and just register at <https://www.pilcchina.org/> during June 1 to July 15, and select "Shanghai Jiao Tong University" as the recommended university in registration. SJTU will help you with the participation.





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Thanks!

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