

SUSS SBIZ BUSINESS PLAN COMPETITION 2020 SUBMISSION REQUIREMENTS

FILES FOR SUBMISSION

Each team must submit the following files:

1. Executive summary of exactly one page, in pdf format. The file should be named in the format: **TeamName_LeaderName_Summary.pdf**
2. Detailed business plan not exceeding 15 pages, in pdf format. The file should be named in the format: **TeamName_LeaderName_BusinessPlan.pdf**
3. Business plan presentation not exceeding 12 slides, in pdf format. The file should be named in the format: **TeamName_LeaderName_Presentation.pdf**

Participating teams must submit all three files from **04 April 2020 (9:00 am) to 04 June 2020 (5:00 pm)** in ***one email with three attachments*** to the following email: bizcompetition@suss.edu.sg. The subject of the email should be in the format “**Submission – TeamName_LeaderName**”.

GUIDELINES FOR BUSINESS PLAN

1. The business plan should include the following:
 - Company overview (e.g. mission, vision, objectives, business structure)
 - Environment analysis (e.g. industry analysis, market analysis, social needs)
 - Products and/or services
 - Innovation (e.g. innovative elements, use of digital solutions)
 - Business strategy (e.g. competitive positioning)
 - Operations plan (e.g. inputs, processes, location)
 - Marketing plan (e.g. potential customers, marketing strategies)
 - Financial plan (e.g. funding)
2. The business plan should be aligned with relevant regulations in Singapore, such as Accounting and Corporate Regulatory Authority (ACRA) regulations for companies. Please refer to ACRA’s website (<https://www.acra.gov.sg>) for more details.
3. Competitors should also describe how their business can adopt digital solutions, such as Start Digital Pack from Infocomm Media Development Authority (IMDA) (<https://www.imda.gov.sg/programme-listing/smes-go-digital/start-digital-pack>).

JUDGING CRITERIA

1. Relevance to theme
2. Conceptualisation of plan
3. Innovation
4. Applicability to local context
5. Organisation and presentation of plan