

## **SUSS SBIZ BUSINESS PLAN COMPETITION 2022 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. Note that the 15-page limit does not include the title page, contents page, and reference section. The file should be named in the format: **TeamName\_LeaderName\_BusinessPlan.pdf**
3. Business plan presentation not exceeding 12 slides, in pdf format. Note that the 12-slide limit does not include the title slide. The file should be named in the format: **TeamName\_LeaderName\_Presentation.pdf**

Participating teams must submit all three files between **11 February 2022 at 9:00am and 03 June 2022 at 11:59 pm** via the submission webpage [here](#).

### **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 and environmental needs, etc.)
  - 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 [here](#) 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) (available [here](#)). They can also refer to the SG Green Plan 2030 to learn more about Singapore's whole-of-society effort towards sustainable development (available [here](#)).

## **JUDGING CRITERIA**

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