

The Chinese University of Hong Kong



The Vice Chancellor's Cup of Student Entrepreneurship 2011 VCCE

... to plan value-creating start-ups ...

We Want You To Win:

- VCCE
- Hong Kong, Chinese, Asian and Global Competitions
- Business for your company

How to compete

- Get an idea
- Form a team
 - The Presenting Team: up to 5 CUHK students
 - The *Real Team* will include non students
- Find an Advisor – any CUHK professor
- CUHK student role must be substantial
 - CUHK student equity > 20%
 - CUHK student management > 50%
- If your company already exists it must have no *substantial* sales before Sept 2010

Ventures must be seeking outside equity capital

- Any Business:
 - Goods or Services
 - High Low or No Technology
 - Innovative or Copy-cat
 - Domestic, Foreign or Global
 - Large or Small Investment

Business Model

- independent ventures in the seed, start-up, or early growth stages
- No buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area or spin-outs from existing corporation
- Licensing technologies from universities or research labs is encouraged for not yet commercialized technologies

Criterion for winning

***...which plan presents
the most attractive
investment opportunity?***

Social Ventures May be Submitted

- Need to demonstrate high ***social return on investment***
- Should be aiming for global impact
- Will not be placed in separate track



VCCE is
NOT
about
lifestyle
ventures

The Plan – a request for resources – is Obsolete as Soon As It is Written

- New discoveries, products and processes
- Companies
 - Are born
 - Merge
 - Die
 - Change their strategies
- Prices change
- You learn something new

Intelligent Readers Know the Plan is Work-in-Progress

- In the plan, describe **one** course of action
- You need to write **one** plan
 - get the investment and spend it in **one** way
 - build up venture, source inputs, develop production capabilities, service market, realize return on investment
- Express flexibility in discussions but describe one plan for the future

No plan survives collision with reality

A good plan

- anticipates the concerns of the investor
- addresses those concerns to the investor's satisfaction
- is a pleasure to read
- is as short as practical



Include No “Filler”!

Plan Length

- Written Plan
 - Summary 2000 words
 - Final Plan: 16 pages 12 font
 - 10 pages of text
 - 6 pages appendices
 - First page should be summary
- Presentation
 - 15 minutes presentation
 - 15 minutes Q&A

The Plan Concerns Forecasts

- Nobody can know the future
- Aim for middle ground -- your best guess
- Base your forecasts on detailed analysis of the present
- Cite known credible forecasters
- List your assumptions

But the Plan also discusses the
past and the present ...

Be Honest

You Business Plan is a Prospectus

- Make whatever forecasts you wish
- Statements purported to be factual must be factual
- Any investor will do due diligence in confirming the facts as presented in the plan
 - you will likely be discovered for falsehoods
- If an investor relies on false information in making an investment and loses because of that reliance, you are personally liable

No Plagiarism

Plagiarism is easy to spot

Merriam Webster Dictionary:

pla·gia·rize (Etymology: plagiarism Date: 1716)

Transitive senses : to steal and pass off

(the ideas or words of another) as one's own :

use (another's production) without crediting the source.

Intransitive senses : to commit literary theft :

present as new and original an idea or product derived from an existing source.

When you quote use quotation marks.

Fully reference your sources in footnotes

The Concerns of the Investor

Criterion: Is this an attractive investment?

- Does it create value for end users?

- Is it a “must buy” so the end user is

willing to pay a premium?

- Is there a “must buy” market

segment?

- high growth?

- high margin?

- with significant barriers to entry?

- Does the venture’s team fit the opportunity?

Is there a value proposition?

A Value Proposition

High blood pressure is a silent killer

Cuff blood pressure monitoring devices are bulky and inconvenient



Quicksense provides accurate blood pressure cheaply
at the touch of a finger

CUHK Faculty and Students Can
Help with Your Plan – but you have
to find the right people yourself !!!!

If you use CUHK technology, obtain the
consent of the CUHK Technology
Licensing Office:

- Alice Ngan, Director x 8883
- Billy Lam, Technology Licensing x 8882

For Incubation at CUHK:

- Center for Innovation and Technology
- K.Y. Leung, Associate Director x 8380

Tap Our Alumni Network

- Alumni are willing to share
 - Market knowledge
 - Strategic partners
 - Entrepreneurial experience
 - Investment expertise
- Send Rosanna a 1-page summary of your business
- We will send summaries to our alumni mentor network

Palo Alto Software - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.pasware.com/> Go Links Windows Marketplace look here.msg

Google CPA's Guide to Developing Business Plans tim berry Go Settings Back Search

Palo Alto Software

Palo Alto Palo Alto UK Bplans Bplans UK Mplans (800) 229-7526 Email Us

Business Plan Pro

Palo Alto Software offers [business management](#) solutions, and [more](#) businesses. For more information

Palo Alto Software

Visit the [Palo Alto Software](#)

Standard \$99.95

Buy Now

Business plan
Marketing plan
Email management
Contact us

60 Day

No.1 with

Caution:

Focus on Content!!

NOT FORM!!!

Back
Forward
Save Background As...
Set as Background
Copy Background
Set as Desktop Item...
Select All
Paste
Create Shortcut
Add to Favorites...
View Source
Encoding

Inserts the Clipboard contents at the insertion point. Internet

Schedule for VCCE

- Registration Dec 31st
- 2000 word Summary Jan 11th 2011
- Semi-Finalist Announcement Jan 18th
- Full Written Plans Feb 7th
- Semi-Finals Feb 19th
- Finals Feb 20th

Schedule for Hong Kong Social Enterprise Challenge

- <http://www.sechallenge.hk/2010>
- Registration October 18
- Summary Nov 15, 2010
- Full written business plan Jan 4, 2011
- Semi Final Jan 22, 2011 (Sat)
- Grand Final Feb 19, 2011 (Sat)

Questions? Ask

The CUHK Center for Entrepreneurship

9th Floor New Teaching Building at Chak
Cheung Street

Rosanna entrepreneurship@cuhk.edu.hk
phone 26097542

Hugh Thomas hugh-thomas@cuhk.edu.hk