

Semi-Finals – Basic Information:

Date: **23 May 2009 (Saturday)**

Venue: NUS Business School

Time: To be advised (Based on team)

Deliverables:

Part 1 – Business Plan:

The business plan should adhere to the following format:

- Up to 25 A-4 pages (Including text/ graphics/ appendices, excluding cover and content page)
- 1 inch borders all round
- Times New Roman font
- Font size 12
- Single spacing
- **Upload in PDF file format**
- The file name will be over-written by the Online Judging System automatically

Plans are to be submitted online to the judging portal by **15th May 2009, 2359 hours**.

Plans will be judged according to the Official Judging Criteria

Part 2 – Business Plan Presentation:

5 minutes: Set Up

15 minutes: Presentation of business plan

15 minutes: Question and Answer from Judges

Plans will be judged according to the Official Judging Criteria

Part 3 – 100 Word Write-up on Business Idea:

Please include an updated **100 word write-up about your business plan** so that we can include it in our press releases and collaterals, should this information be required.

The write-up can be given to us by the leader of the team upon login to the Judging Portal, under the “Team Description” tab in the section for Team Profile.

We hope that this can be done by **15 May 2009, 2359 hours**. This will be a wonderful opportunity for you to showcase your plans to the public.



Part 4 – Poster (A2 size) on Business Idea

Start-Up@Singapore 2009 wishes to recognize the efforts and talents of our Semi-finalists and their business ideas. As such, please kindly, prepare an A2 size Poster on your team’s business idea. This poster will be uploaded onto our website (www.startup.org.sg).

Details of the Poster:

- A2 Size
- You may include any information that you wish to show case with regards to your business idea
- Upload via the Startup@Singapore judging portal
- Please upload in Pdf format

Please kindly upload your poster by **15th May 2009, 2359 hours**

Judging Criteria – General and Youth Categories:

1. Innovation & value proposition
2. Market potential & marketing strategy
3. Competitive advantage & intellectual property strategy
4. Team make-up & strength
5. Business model
6. Financial soundness
7. Investability
8. Quality of Writing & Presentation

Please refer to the contestant kit available on the judging portal for more detailed information.

MDA-IDM Award:

- Separate business plan presentation to be given on the day of Semi-Finals
- Total of 2 presentations on the day itself (Semi-Finals, MDA-IDM Award)
- Order and timing is to be advised (Based on team)
- The format of the business plan presentation will follow that of Part 2 – Business Plan Presentation
- Judging Criteria remains the same



Overseas Teams:

Participants have to prepare the following if they are intending to present from overseas for the Semi-Finals:

- Computer
- Microphone
- Speaker
- Skype

At least one team member present in Singapore to help set up on the day itself.
We will provide the necessary logistics on our side.

Participants will have to adhere to the presentation timings and slots given by us.

Participants who are intending to present from overseas will have to email the Judging Directors of Start-Up@Singapore 2009 at isaac@startup.org.sg and raphael@startup.org.sg, by **8th May, 2359 hours** to indicate their intention to do so.

Finals:

The **whole team will be required to present their business plan in person** if they should proceed on to the Finals Round of the competition (**applies to overseas teams as well**).

More details about the Finals will be disseminated to the Finalists.