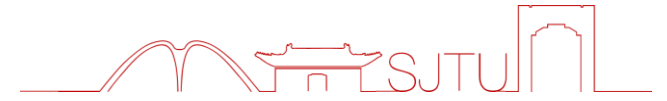




上海交通大学
SHANGHAI JIAO TONG UNIVERSITY



The 7th China International College Students' "Internet+" Innovation and Entrepreneurship Competition

Shanghai Jiao Tong University

June, 2021

饮水思源 · 爱国荣校



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I. Introduction

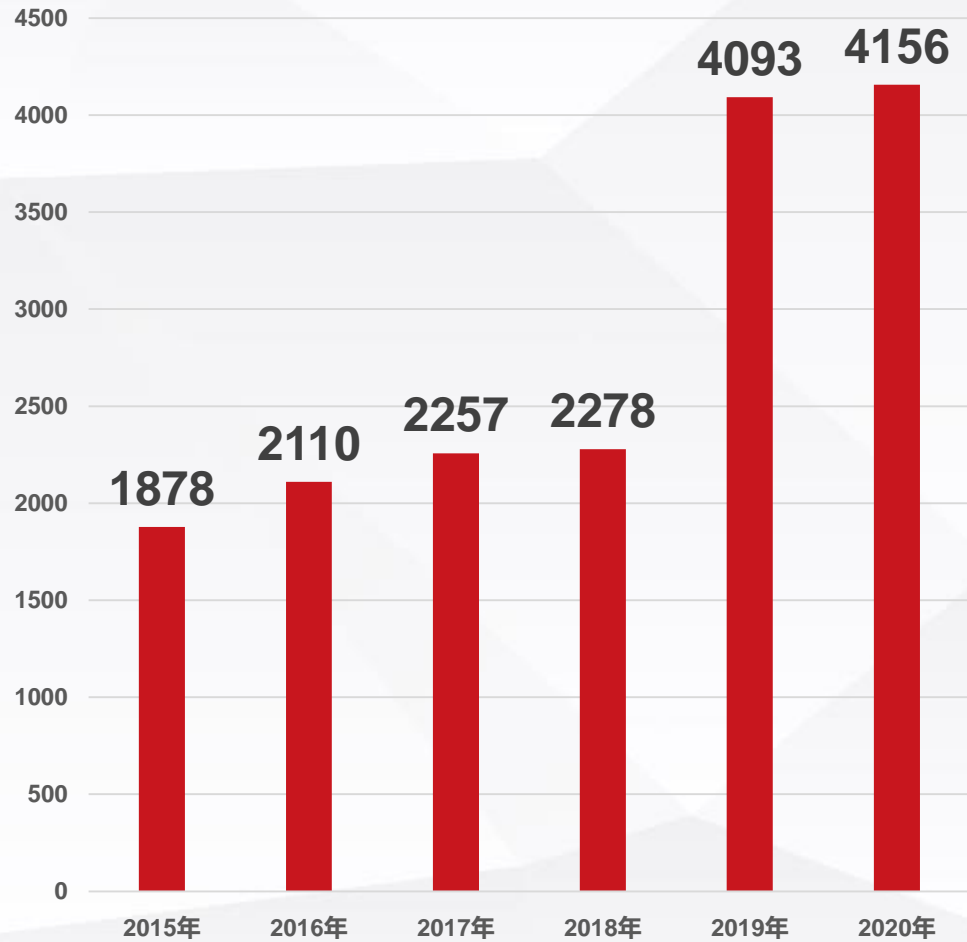


- **a global event for college students worldwide to pursue dreams in innovation and entrepreneurship**
- proposed by Premier Li Keqiang in 2015; jointly hosted by the Ministry of education of the People's Republic of China, the government and universities annually
- **15.78 million participants** in **3.77 million teams** from **124 countries and regions** in five continents during the last six sessions

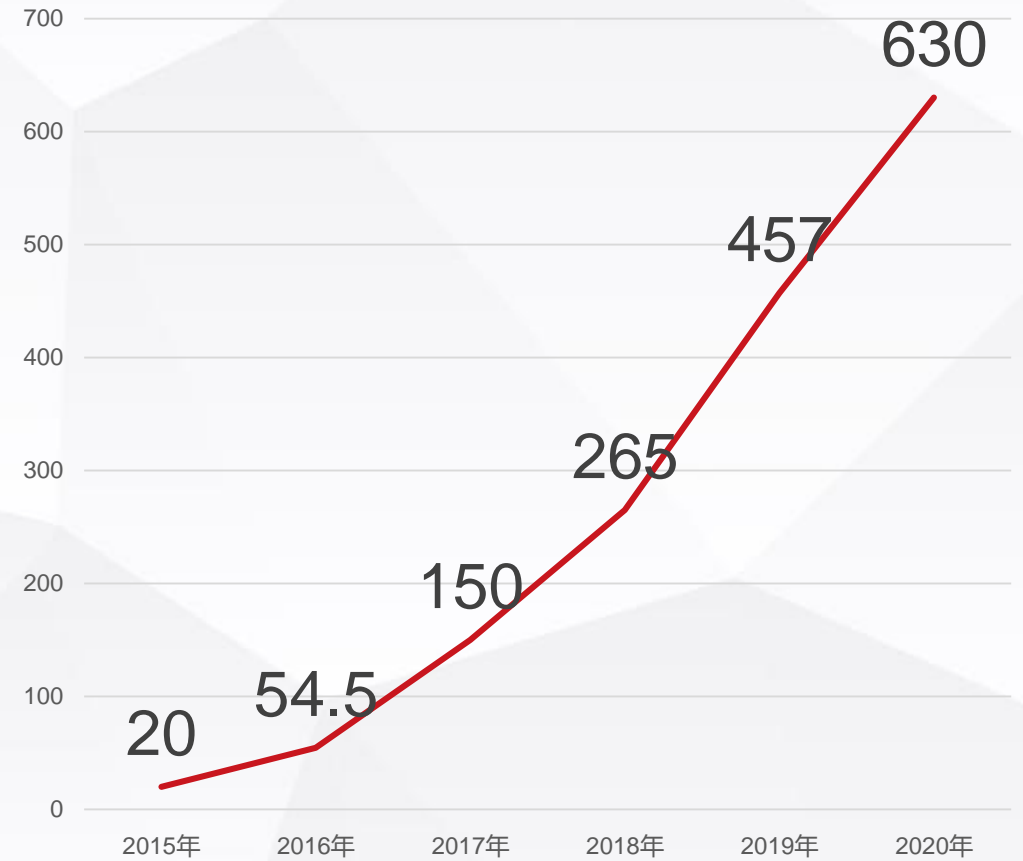


Participation during the last six sessions

the number of university



the number of participants (unit : ten thousand)





II. How to Participate



- The Competition only accepts **team entries**, which **may be formed by members from more than one college**.
- 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 foreign college or those who have graduated within the past 5 years.**
- Entrants must be **under 35 years old** (born after March 1, 1986).
- **no limitation of nationality and ethnicity**



II. How to Participate



All projects entered will be divided into four categories according to their business start-up stages, investment obtained and features. Requirements for each category are as follows:

1. Undergraduate 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 16, 2021.
- The applicant must be the team leader, and the team leader and members must be current undergraduates or junior college students.

2. Postgraduate 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 16, 2021.
- The applicant must be the team leader, and the team leader and members must be current postgraduates or undergraduates/junior college students.





II. How to Participate



3. Emerging Project Category. Projects entered that:

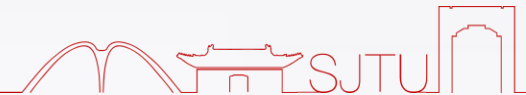
- (1) have completed business registration or other types of registration within the past three years (after March 1, 2018);
- (2) have completed no more than one round of equity investment.

The applicant must be the legal representative of the start-up.

4. Rising Project Category. Projects entered that:

- (1) have completed business registration or other types of registration for over three years (prior to March 1, 2018); or
- (2) have completed business registration or other types of registration within the past three years (after March 1, 2018), and have completed two or more rounds of equity investment.

The applicant must be the legal representative of the company.





III. Competition Rules



Rules :

- **Qualification review (August 1-15, 2021).** Review of the qualifications and integrity of documents.
- **Online evaluation (August 16-31, 2021) .** Multiple rounds.
- **On-site competition (late October 2021).** 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 :

- 50 projects will receive the **Gold Award**, 100 projects the **Silver Award**, and 350 projects the **Bronze Award**.
- award certificates
- assistant in finding investment and incubators
- **cash award** for entries during the championship round, based on the results at the Competition



IV. Registration Guide



- Register at <https://www.pilcchina.org/>
- **Please select "Shanghai Jiao Tong University" as the recommended university** when filling in the application form. **SJTU will provide help with your participation.**
- Registration will close at **24:00 on July 31, 2021** (Beijing time, UTC+8), and it is strongly recommended to register in advance.
- language: **Chinese or English**
- **registration guide** : https://www.pilcchina.org/users/sign_up





IV. Registration Guide



Information needed :

- **basic information of all the team members**
- **information of the project** (Legal entity information is also need for Emerging Project Category and Rising Project Category)
- Attachment needed to upload :
 - 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)



About Business Plan



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



Any questions, please contact



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Thanks!

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