

## InnoVEX 2021 Pitch Contest Regulations

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### 1. Purpose of InnoVEX Pitch Contest

As the best networking platform for global ICT industry and startup ecosystem, InnoVEX each year attracts tens of thousands of attendees, including startups, VCs, corporates, buyers, and accelerators. Through InnoVEX Pitch Contest, InnoVEX offers startup participants a great opportunity to expand their business.

### 2. Categories

Startup companies with products/solutions in the following categories may participate for the contest:

- (1) 5G & IoT
- (2) AR/ VR/ XR/MR
- (3) Consumer Tech
- (4) E-Commerce & Logistics
- (5) Enterprise Software
- (6) Fintech & Blockchain
- (7) Healthcare & Biotech
- (8) Manufacturing Technology
- (9) Mobility & Vehicle Technology
- (10) Security & Cybersecurity
- (11) SportsTech & Wearable technology

### 3. Eligibility

- (1) The participating company should be approved as exhibitor at InnoVEX ONLINE 2021. (Registration deadline for InnoVEX ONLINE 2021 is July, 1<sup>st</sup>, 2021)
- (2) The participating company should be established after January 1, 2015

### 4. Entry Fee

- (1) No entry fee required for InnoVEX ONLINE exhibitors.

## 5. Prize of InnoVEX 2021

- (1) Grand Prize: (Total Value at USD 20,000): Select one winner from teams participating in the InnoVEX PITCH Contest. The winner will receive
  - A. USD 10,000 in cash prize sponsored by Taiwan Capital.
  - B. InnoVEX online promotion and interview package.
  - C. 1 standard booth towards InnoVEX 2022 exhibition.
  
- (2) Qualcomm Innovation Award: Qualcomm will select 2 winners from teams participating in the Pitch Contest. The winner will receive each USD\$5000. The criteria for this award are for startups with innovative technologies and international competitiveness, and those in AI & Big Data, AR/VR/XR, 5G & IoT application are as first priority. Other startups with promising technology will also be considered.
  
- (3) Japan Finder Award: Japan Finder will select 1 winner from teams participating in the Pitch Contest. The winner will receive 1,000,000 Yen. The criteria for this award are for startup with smart vehicle and mobility, E-commerce and consumer retail solution, healthcare and related COVID 19 solution, IoT application as first priority. The winning company should have plans to set up branch office in Japan, or product aim for going into Japan market.

## 6. Contest Schedule (in Taiwan Standard Time)

- (1) Registration: From April 19<sup>th</sup>, 2021 13:00 to July 2<sup>nd</sup>, 23:59(GMT+8), 2021, only online registration through [My InnoVEX website page](#) is allowed.
- (2) Preliminaries: The participating companies will be evaluated and selected based on online document review. Results of the Preliminaries will be announced on InnoVEX's official website on July 19<sup>th</sup>, 2021.
- (3) Finals: The finals will be held on July, 23<sup>rd</sup>, 2021 via ZOOM. Each company will have a 5-minute pitch and a 3-minute Q&A session from the judging panel, totaling 8 minutes.

(4) Award Ceremony will be held on July 30<sup>th</sup>, location is to be announced.

**7. Preliminaries**

(1) Companies will be evaluated and selected based on document review.

Deadline for submission is July 2<sup>nd</sup>, 2021 at 23:59(GMT+8). A panel of judges will evaluate both the pitch deck and the one-minute pitch video submitted by each company. Companies that are approved advance to the finals. The pitch deck and the pitch video must be presented in English.

(2) The panel of judges invited by the organizers consists of local and international venture capitalists.

(3) Preliminaries Scoring Criteria:

➤ Pitch deck:

a. Format: PDF file within lower than a size of 2MB and 16:9 aspect ratio.

b. Scoring Criteria:

Items	Description	Score
Content Completeness	Include the concept & business opportunities of product/service.	5
Product Information	Include info about problems that this product/service solves, benefits that this product/service could bring, and the stage of the product/service or of the industry.	5
Business Model and Market Size	Include quantitative analysis on market size and target audience. Specify how the product/service is made and how it can be profitable.	5
Marketing Plan	Include resource utilization, marketing strategies and product management. Demonstrate how well the team advances its strength when facing competition or potential competition.	5

➤ Pitch Video:

a. Format: A one-minute English video focusing on product/service. Upload the video to YouTube or Google Drive and provide the link for the organizer.

b. Scoring Criteria:

Items	Description	Score
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Content Completeness	Include the concept & business opportunities of product/service.	5
Presentation Performance	Good presentation skills and clear enunciation.	5

## 8. Finals

- (1) The finals will be held on July 23<sup>rd</sup>, 2021.
- (2) All companies may only join the Final pitch session via online software ZOOM or otherwise announced prior to pitching date.
- (3) The panel of judges invited by the organizers will consist of local and international venture capitalists.
- (4) Each company will have a 5-minute pitch and a 3-minute Q&A session, totaling 8 minutes. The entire process must be conducted in English.
- (5) Companies need to follow regulation and use only PowerPoint slide or Apple Keynote for the final pitch presentation. The organizer will mute the audio directly to end the presentation when time exceed. If the presentation format does not conform to the spec given, causing issues that affect judging scores, companies are solely responsible for it.
- (6) During the duration of Final Pitch session, if the internet connection is interrupted from the company side, due to his/her network instability, or lose internet connection, a second chance to pitch again is forbidden. Each team has only one briefing opportunity.
- (7) Scoring Criteria for the Final Round:

Items	Description	Score
Presentation Performance	Impressive content. Finish within time limit. Clearly answer questions from judges	5
Product Information	Include info about problems that this product/service solves, benefits that this product/service could bring, and the stage of the product/service or of the industry.	5

Business Model	Specify the core competence of the team and show how the product/service is made and how it can be profitable.	5
Target Market	Provide quantitative analysis on market size and target audience. Demonstrate the potentials to develop the product/service in global markets.	5
Marketing Plan	Include resource utilization, marketing strategies and product management. Demonstrate how well the team advances its strength when facing competition or potential competition.	5

**9. Notice:**

- (1) Plagiarism and counterfeit are forbidden in the Pitch Contest. If reported for infringement of (include but not limited to) copyrights or patent rights, the contestant is solely responsible for any legal liability. The organizers reserve the right at all time to disqualify the entries from the contestants and take back all prizes and certificates which are already presented, with solid proof that (include but not limited to) materials, items, and information from the contestant is plagiarized or has infringed upon copyright or against relevant laws and regulations. The prize originally awarded to the violator can be replaced by the runner up prize winner based on the jury's evaluation.
- (2) Once registration is completed, it is assumed all information provided by the contestants is true. If the information is incomplete, incorrect, or does not enable the organizer to get in contact with the contestant, the organizer will NOT provide further notice, and contestants will be disqualified.
- (3) For non-profit promotional purposes, the organizers have the right to use the products information entered by the contestants, including replication, distribution, advertisement, broadcasting, and online promotion.
- (4) According to the relative R.O.C. Income Tax Act, prize will be taxed. Prize winner should provide his/her identity document for the organizer to file taxes.
- (5) Once the contestants complete their registrations, they are assumed to have full knowledge of all Pitch Contest regulations and are considered willing to comply with all the rules. Should amendments occur in the regulations, please refer to

announcements on InnoVEX's official website. The organizer will not provide further notifications.

- (6) The organizers of InnoVEX reserve the right to adjust and modify the above regulations at any time under any circumstance.