

InnoVEX 2022 Pitch Contest Regulations

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I. 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.

II. Categories

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

- (1) 5G & IoT
- (2) AI & Big Data
- (3) Consumer Tech
- (4) E-Commerce & Logistics
- (5) Enterprise Software
- (6) EduTech
- (7) Fintech & Blockchain
- (8) Green Tech
- (9) Healthcare & Biotech
- (10) MarTech
- (11) Manufacturing Technology
- (12) Mobility & Vehicle Technology
- (13) SportsTech & Wearable technology
- (14) Security & Cybersecurity
- (15) Smart Agriculture & FoodTech
- (16) XR (AR/VR/MR)

III. Eligibility

- (1) The participating company should be approved as exhibitor of InnoVEX 2022 ONSITE or InnoVEX ONLINE 2022 (Must complete online exhibitor registration before applying for the Pitch).
- (2) The participating company must be founded after January 1st, 2017. Startup companies of biotech/medicine categories must be founded after January 1, 2014.
- (3) Participating companies that withdraw from the exhibition shall be deemed disqualified for the contest.
- (4) Companies intending to register shall recognize and agree that they must reside in the Taiwan Startup Terrace-for at least 1 year if they win the Grand Prize-SMEA Award or Special Startup Terrace Award in the future.

IV. Entry Fee

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

V. Prize of InnoVEX 2022

- (1) Grand Prize: SMEA Award
 1. One will receive:
 - (1) USD \$40,000 (tax included¹) in cash, sponsored by Small and Medium Enterprise Administration, Ministry of Economic Affairs.
 - (2) Special offers on Taiwan Startup Terrace offices: A One-year free offer is provided for the use of office space during the residency period. (a one-year residency agreement must be signed).
 - (3) 1 Shell Scheme booth of InnoVEX 2023 exhibition.
 - (4) InnoVEX online promotion and interview.
 2. Enterprises with investment from Mainland China are not accepted.
 3. The cash prize will be transfer in two stages. Companies intending to register shall recognize and agree that they must reside in the Taiwan Startup Terrace

¹ In accordance with the Republic of China's Income Tax Act, 20% income tax must be withheld for monetary prizes obtained by non-residents of the Republic of China or profit-seeking enterprises which have no fixed place of business within the territory of the Republic of China.

(Linkou Startup Terrace) for at least 1 year and complete all the obligations after win the Special Startup Terrace Award. Details of the awards regulation please see Section #13. Teams fail to do so will result in disqualification of winning the award and the prize money.

(2) Special Awards

1. Startup Terrace Award (ST Award):

- (1) Maximum 7 winners (no rank order is given; there may be no winner). Each winner will receive USD \$40,000 (tax included²) in cash, sponsored by Small and Medium Enterprise Administration, Ministry of Economic Affairs.
- (2) Enterprises with investment from Mainland China are not accepted.
- (3) The cash prize will be transfer in two stages. Companies intending to register shall recognize and agree that they must reside in the Taiwan Startup Terrace (Linkou Startup Terrace or Yawan Startup Terrace) for at least 1 year and complete all the obligations after win the Special Startup Terrace Award. Details of the awards regulation please see Section #13. Teams fail to do so will result in disqualification of winning the award and the prize money.
- (4) To register, you must check the box "I have read and agree to register for the ST Award" in Startup Terrace Award in the registration system to complete the registration.

2. Qualcomm Innovation Award:

- (1) 1 winner from teams participating in the Pitch Contest will receive USD\$10,000 sponsored by Qualcomm.
- (2) The criteria for this award are for startups with innovative technologies and international competitiveness, and those in AI & Big Data, XR (AR/VR/MR), 5G & IoT application are as priority. Other startups with promising technology will also be considered.

² In accordance with the Republic of China's Income Tax Act, 20% income tax must be withheld for monetary prizes obtained by non-residents of the Republic of China or profit-seeking enterprises which have no fixed place of business within the territory of the Republic of China.

3. Taiwan Capital Innovation Award
 - (1) 1 winner from teams participating in the Pitch Contest will receive USD\$10,000 sponsored by Taiwan Capital Management Corporation.
 - (2) The criteria for this award are for startups with innovative technologies and international competitiveness, award is specifically aiming towards IoT or bio-medical related teams as priority, but other startups with promising technology will also be considered.
4. KPMG Special Award
 - (1) 1 winner from teams participating in the Pitch Contest will receive total value of \$7,000USD rewards program sponsored by KPMG:
 - i. One seat at 2nd KPMG Energize Program
 - ii. Consultant service; total 7 hours
 - (2) For Taiwanese company only.
5. Newly-added of Special awards, if any, will be announced on InnoVEX official website and updated on InnoVEX 2022 Pitch Contest Regulations.

VI. Contest Schedule (in Taiwan Standard Time)

- (1) Registration: From March 30th, 2022 09:00 to May 8th, 2022 23:59(GMT+8), only online registration is allowed. Please login to [My InnoVEX](#) and click APPLY PITCH CONTEST.
- (2) Preliminaries: The participating companies will be evaluated and selected based on online document review. Results of the Preliminaries will be announced on InnoVEX official website on May 20th, 2022.
- (3) Semi-Finals: May 25th, 2022 in physical exhibition hall (Pi Stage). Only overseas companies that unable to travel to Taiwan are allow pitch online. Each startup will be allocated 5 minutes to pitch followed by 3 minutes of Q&A from the judging panel, total of 8 minutes. List of finalists and schedule for the Final Round will be announced on InnoVEX official website on May 26th.
- (4) Finals: May 27th, 2022 in physical exhibition hall (Center Stage). Only overseas companies that unable to travel to Taiwan are allow pitch online. Each company

will have 5 minutes pitch and 3 minutes Q&A session from the judging panel, total of 8 minutes. Award Ceremony will be held after the Finals.

VII. Preliminaries

- (1) Companies will be evaluated and selected based on document review. Deadline for submission is May 8th, 2022 at 23:59(GMT+8). The Judge panels will evaluate both the pitch deck and the one-minute pitch video submitted by each company. Companies that are approved advance to the semi-finals. The pitch deck and the pitch video must be presented in English.
- (2) The Judge panels are invited by the organizers consists of local and international venture capitalists.
- (3) Preliminaries Scoring Criteria:
 1. Pitch deck format: PDF file within size within 2MB and 16:9 aspect ratio.

Items	Description	Scores
Content Completeness	Include the concept & business opportunities of product/service.	5
Problem Statement and Proposed Solution	Provide information regarding solutions to problems that this product or service solve, benefit that it could bring, and the current status/stage of the product or service.	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

2. Pitch Video format: A one-minute English Pitching video with English subtitles focusing on product/service. Upload the video to YouTube or Google Drive and provide the link for the organizer.

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

VIII. Semi-Finals

- (1) The semifinal will be held on May 25th, 2022 in Nangang Exhibition Center (Pi Stage). Overseas companies that are unable to present physically due to the pandemic are eligible to participate online. Taiwanese and Foreign companies based in Taiwan must be present in physical exhibition.
- (2) The Judge panels are invited by the organizers will consist of local and international venture capitalists.
- (3) Each startup will be allocated 5 minutes to pitch followed by 3 minutes Q&A session from the judge panels, for total of 8 minutes. The entire process must be conducted in English.
- (4) After the Semifinal Round, scores will be tallied and ranked. 10 teams with the highest scores will advance to the Final Round. List of finalists and schedule for the Final Round will be announced on InnoVEX official website.
- (5) Companies need to follow regulation and use only PowerPoint slide or Apple Keynote for the pitch presentation. And should be send to the organizer by May 22th (Sun). If the presentation format does not conform to the spec given, causing issues that affect judging scores, companies are solely responsible for it.
- (6) Scoring Criteria:

Criterion	Description	Scores
Presentation Performance	Deliver presentation clearly, confidently, and professionally, with creativity and vibrancy; provide impressive insights and inspire the audience; finish within the time limit.	5
Problem Statement and Proposed Solution	Provide information regarding solutions to problems that this product or service solve, benefit that it could bring, and the current status/stage of the product or service.	5
Business Model	Provide quantitative analysis on market size and target	5

and Market Size	audience. Specify how the product or service manufactures and profits.	
Marketing Plan	How well the team utilizes resources, executes marketing strategy and product management. How well it advances its strength when facing competition or potential competition.	5
Flexibility and Responsiveness	Respond to the judges' suggestions and questions with constructive answers in an appropriate manner, demonstrating flexibility and adaptability.	5

IX. Finals

- (1) The Finals will be held on May 27th, 2022 in Nangang Exhibition Center (Center Stage). Overseas companies that are unable to present physically due to the pandemic are eligible to participate online. Taiwanese and Foreign companies based in Taiwan must be present in physical exhibition.
- (2) The Judge panels are invited by the organizers will consist of local and international venture capitalists.
- (3) Each startup will be allocated 5 minutes to pitch followed by 3 minutes Q&A session from the judge panels, for total of 8 minutes. The entire process must be conducted in English.
- (4) Companies need to follow regulation and use only PowerPoint slide or Apple Keynote for the final pitch presentation. And should be hand-in to the organizer by May 26th (Thu) 16:00. If the presentation format does not conform to the spec given, causing issues that affect judging scores, companies are solely responsible for it.
- (5) Scoring Criteria:

Criterion	Description	Scores
Presentation Performance	Deliver presentation clearly, confidently, and professionally, with creativity and vibrancy; provide impressive insights and inspire the audience; finish within the time limit.	5
Problem Statement and Proposed Solution	Provide information regarding solutions to problems that this product or service solve, benefit that it could bring, and the current status/stage of the product or service.	5

Business Model and Market Size	Provide quantitative analysis on market size and target audience. Specify how the product or service manufactures and profits.	5
Marketing Plan	How well the team utilizes resources, executes marketing strategy and product management. How well it advances its strength when facing competition or potential competition.	5
Flexibility and Responsiveness	Respond to the judges' suggestions and questions with constructive answers in an appropriate manner, demonstrating flexibility and adaptability.	5

X. Semi-Finals and Finals Online Contestant Steps and Notice

- (1) The companies selected into Semi-Finals/Finals must test their system, audio and powerpoint with the organizer at scheduled time before the exhibition date starts. If the contestant fails to do so, the company will be disqualified from the Pitch Contest.
- (2) The contestant needs to use the online meeting platform designated by the organizer.
- (3) The contestant needs to log on prior to the the scheduled Pitching time to test the video connection, PowerPoint and audio system with designed name
- (4) If the connection or the system are unstable and disconnected, please log back on within 15 seconds to continue the pitch. If the company is unable to re-connect in 15 seconds, the session will be cancelled and reschedule as the last team to pitch. If the team happens second-time disconnection, the company will be disqualified.

XI. 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.

- (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) The prize originally awarded to the violator can be replaced by the runner up prize winner based on the jury's evaluation.
- (5) 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.
- (6) Winners will need to complete and send all the require documents to the organizer within 10 days after the competition to claim the prize. The Winner of Grand Prize-SMEA Award and Startup Terrace Award needs to following the requirements of Startup Terrace to claim the prize. (Details on XIII).
- (7) 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 official website. The organizer will not provide further notifications.
- (8) The organizers of InnoVEX reserve the right to adjust and modify the above regulations at any time under any circumstance.

XII. Contact

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XIII. Small and Medium Enterprise Administration (SMEA), Ministry of Economic Affairs Awards Registration Guide (For Grand Prize-SMEA Award and Special Startup Terrace Award)

(1) Purpose

In order to encourage domestic and foreign startups to develop businesses in Taiwan and reside in Taiwan Startup Terrace, the Ministry of Economic Affairs (MOEA) Small & Medium Enterprise Administration (SMEA) offers the Special Startup Terrace Award to 7 startups in the InnoVEX 2022 Pitch Contest. It is expected that the incentives help domestic and foreign startups taking root including monetary prizes, office space, investment matchmaking, commercial collaboration, marketing assistance, etc.; and create new opportunities of developing the global market.

(2) Taiwan Startup Terrace Profile

With the aim of supporting the development of startup industries, the SMEA has established Taiwan Startup Terrace and created a startup ecosystem with global attractiveness to appeal to domestic and foreign incubation institutions, accelerators, innovative startup teams, and experts to reside in international startup clusters, thereby boosting the growth energy for Taiwan's innovative startups. The Taiwan Startup Terrace, which include Linkou Startup Terrace and Yawan Startup Terrace, will introduce as follows:

1. Linkou Startup Terrace (Linkou)

In order to encourage investments in startups, the SMEA has actively established an environment for innovative startups in response to policies such as the Asia Silicon Valley Development Plan, the Digital Nation and Innovative Economic Development Program (DIGI+), and more. With the aim of "building up global startup cluster brand and establishing international channels for innovation incubation", the Universiade Athletes' Village in Linkou has been reconstructed into an international startup cluster to link up industrial development, marketing promotion, startup investments, and the resources and professional assistance needed for innovative startups, thereby promoting Taiwan to become an important partner for the supply of innovative services in Asia and facilitating multidisciplinary collaboration. By linking up the local, the

global, and the future, the innovative development of the industries can be supported and promoted. Linkou Startup Terrace:

<https://www.startupterrace.tw/>

2. Yawan Startup Terrace (Kaohsiung)

In order to promote the development of startup industries in southern Taiwan, the SMEA combines the planning of the Asia New Bay (Yawan) Area 5G AIoT Innovation Park with core tech clusters in the world and imports global resources and energy for innovation to encourage domestic/foreign investments in startups. The international startup cluster Yawan Startup Terrace (Kaohsiung) has been established in southern Taiwan, which focuses on the development of 5G and AIoT as well as the establishment of a complete ecosystem for startup industries. Through the collaboration with local enterprises and the link-up of five major nearby demonstration sites, multidisciplinary collaboration is encouraged, and the transformation of regional traditional industries and distinctive startup development is boosted. Moreover, the exchange and collaboration between domestic and foreign expert personnel is enhanced, thereby promoting Kaohsiung as the first stop for startups in southern Taiwan to connect with the world. Yawan Startup Terrace (Kaohsiung):

<https://www.yawan-startup.tw/>

(3) Prizes

1. Monetary Prize: Prizes up to US\$40,000 (tax included) are provided by the Organizer, including a contract-signing payment of US\$12,000 (tax included), and a performance payment of US\$28,000 (tax included). (For payment methods, refer to point (4). of this Guide, "Implementations".)
2. Special offers on Taiwan Startup Terrace offices: A one-month free offer is provided for the use of office space during the residency period. The rent for the remaining 11 months is determined based on the pricing rules set by Taiwan Startup Terrace (a one-year residency agreement must be signed).
3. Special offers on Taiwan Startup Terrace accommodation:
 - (1) Linkou Startup Terrace: A one-month free offer is provided for the accommodation during the residency period. The rent for the remaining 11

months is determined based on the pricing rules set by Linkou Startup Terrace (the Linkou Startup Terrace Dormitory Lease must be signed).

(2) Yawan Startup Terrace: Special offers/discounts provided for nearby business hotel accommodation (depending on need).

4. Taiwan Startup Terrace lounges: Free access.

5. Taiwan Startup Terrace services and activities: One-on-one contact consultation services (assistance in application for Entrepreneur Visa, company incorporation and registration, Employment Gold Cards, etc.); consultations with industry experts/professionals; demonstration site verification opportunities; matchmaking services for collaboration with domestic/foreign enterprises or venture capital investment opportunities; opportunities to participate in local/international startup exhibitions; etc. (Check announcements on official websites for actual service and activity content).

(4) Implementations:

1. Stage 1:

A contract-signing payment of US\$12,000 (tax included) can be obtained after the InnoVEX 2022 Pitch Contest - Special Startup Terrace Award Contract and the Residency Agreement (for one-year residence in Linkou Startup Terrace or Yawan Startup Terrace) are signed.

2. Stage 2:

After accomplishing the Stage 2 tasks and passing the review, a performance payment of US\$28,000 (tax included) can be obtained. If the Stage 2 tasks are not accomplished, the InnoVEX 2022 Pitch Contest - Special Startup Terrace Award Contract shall be terminated after notification is given by the Executors, and the performance payment of US\$28,000 will not be granted. The Stage 2 tasks are as follows:

(1) Complete one-year residency in an international startup cluster.

(2) Participate in the Demo Day Event held by the Taiwan Startup Terrace (anticipated for 4th quarter).

(3) For foreign companies, at least 2 of the following shall be accomplished, and relevant supporting documents shall be provided:

A. Complete the Company Registration or Branch Registration in accordance with the Republic of China's Company Act.

B. Business collaboration or POC (Proof of Concept) verification with non-affiliated enterprises³ in Taiwan.

C. Commercial collaboration with non-affiliated enterprises in Taiwan, such as technical R&D, production/manufacturing, marketing/sales, etc.

D. Obtain investment funds from non-affiliated enterprises. Relevant agreements, memoranda, or term sheets must be provided.

(4) For domestic companies, at least 2 of the following shall be accomplished, and relevant supporting documents shall be provided:

A. Business collaboration or POC (Proof of Concept) verification with non-affiliated enterprises.

B. Commercial collaboration with non-affiliated enterprises, such as technical R&D, production/manufacturing, marketing/sales, etc.

C. Obtain investment funds from non-affiliated enterprises. Relevant agreements, memoranda, or term sheets must be provided.

(5) Points of notes

1. The winning companies are not allowed to use the same or similar projects to repeatedly apply for incentives or subsidies to other Taiwan government agencies.
2. In accordance with Taiwan's tax laws, tax shall be withheld by the prize granting agencies for the monetary prizes/incentives granted to the winning companies, which can be either domestic or foreign juristic-persons. (The applicable withholding rate for foreign companies is 20%.)
3. The winning companies shall comply with Taiwan's Personal Data Protection Act when collecting, processing, or using personal data during the execution period of the InnoVEX 2022 Pitch Contest- Special Startup Terrace Award Contract. Regulations such as MOEA and Subordinate Agencies Management Guidelines for Personal Data Protection, etc. shall also be complied with, if personal data is collected, processed, or used in the SMEA's name in the performance of said contract.
4. The Organizer reserves the right to allocate whether the winning enterprises will reside in Linkou Startup Terrace or Yawan Startup Terrace.

³ As stipulated in Republic of China's Company Act, affiliated enterprises refer to the "enterprises which are independent in existence but are interrelated in either of the following relations: 1. Companies having controlling and subordinate relation between them; or 2. Companies having made investment in each other".

5. For any matters not fully described in this Guide, and for any amendments, refer to announcements on the InnoVEX 2022 Pitch Contest official website. Further notifications will not be provided.
6. The SMEA reserves the right to add or modify regulations related to the Special Startup Terrace Award, at any time.