



STRENGTHENING THE VIETNAMESE HIGHER EDUCATION SYSTEM TO IMPROVE GRADUATES' EMPLOYABILITY AND ENTREPRENEURSHIP SKILLS

Guidelines for the V2WORK Enterprising Ideas Competition at the National Conference on Graduate Employment and Entrepreneurship

D3.4.2 NATIONAL ENTERPRISING IDEAS COMPETITION
T3.4 V2WORK NETWORK OF CAREER CENTRES

WP3 INSTITUTIONAL STRENGTHENING OF CAREER CENTRES



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1. INTRODUCING THE V2WORK ENTERPRISING IDEAS COMPETITION

The Entrepreneurial Process is generally considered to be composed of four stages:

- 1- Ideas generation
- 2- Decision making and business planning
- 3- Project creation
- 4- Management and control

Much support and visibility is given to the latter three stages of this process, but there are not many initiatives aimed at supporting potential young entrepreneurs to take the embryo of an idea, and turn it into a solid business idea. Thus, the V2WORK Enterprising Ideas Competition (hereafter referred to as EIC) will focus on this first stage, while aiming to increase the confidence and creativity of the participants, inspiring them to think and act entrepreneurially. The competition is designed to build up the entrepreneurial skills of participants, providing them with real life experience in development and implementation of innovation concepts with limited resources and based on market viability.

For this first edition, the organising committee has selected the topic of “Green Enterprises” for the competition, thus the official name of the competition will be

Be Green! V2WORK Enterprising Ideas Competition

Participants (individuals or teams) will apply with brief presentations of the business model for their ideas. The final stage of the competition will take place during the National Conference on Graduate Employment & Entrepreneurship to be held in Ho Chi Minh City on October 30 & 31, 2019, hosted by the University of Social Sciences and Humanities. The competition will be open for all winners of EICs previously organised within their institutions by the V2WORK partners, as well as the winners of similar competitions at other non-partner HEIs in Vietnam. A jury will select the winning idea based on their score, with a second place team receiving a “runner-up” certificate. A second prize will also be allotted based on the vote of the general public at the National Conference. These awards will be called “Grand Jury Award” and “People’s Choice Award” respectively.

Each team shall be represented in the final stage by one student, who must be a student enrolled at the time of the competition in the respective university.

2. SPONSORS

The V2WORK EIC and the National Conference on Graduate Employment and Entrepreneurship are supported by the European Commission, co-funder of the Erasmus+ project V2WORK. This support does not constitute an endorsement of the contents of the competition or National Conference, which reflect only the views of the authors, and the Commission cannot be held responsible for any use which may be made of the information presented.

Additionally, the 2019 V2WORK EIC is sponsored by the company VINACACAO (<http://vinacacao.com.vn/>).



The three best projects (Grand Jury Award, Grand Jury runner-up and People's Choice Award), will receive as a prize the opportunity to be mentored by business experts from the company Vinacacao, in order to further develop their products or services so they can make it to market. During this mentoring phase, the sponsor Vinacacao will evaluate the three teams and their efforts to market their products/services, and will sponsor the best team to spend a week at the University of Alicante in Spain, with the travel financed by Vinacacao and the lodging and meals supported by the University of Alicante, through the International Project Management Office (OGPI www.ogpi.ua.es).

3. PARTICIPANTS

Within this section the more information about the participation can be found. It focuses on who is able to join the national enterprising ideas competition (EIC), why it is an added value for students to participate in the national EIC and how the application works.

3.1. WHO?

- Individually or in teams of up to 5 participants
- The winner of the EIC at each V2WORK university. Only students registered for the academic year 2019-2020 are eligible to be financed by V2WORK for travel and accommodation at the EIC and National Conference.
- The winner of a similar Enterprising Ideas Competition at other universities in Vietnam. The members of the team should be students in bachelor, master or PhD programmes.
- Teams can include a maximum of 1 graduate (maximum 3 years post-graduation)
- The language of the Elevator Pitch shall be Vietnamese.
- Application form and Posters should be in both Vietnamese and English.

3.2. WHY?

- Live the life of an entrepreneur!
- Gain the opportunity to travel to Ho Chi Minh and represent your university at the National Enterprising Idea Competition and participate in the National Conference on Graduate Employment and Entrepreneurship!
- Opportunity for mentoring by a successful businessman to further develop your idea into a marketable product or service!
- Have some fun!

3.3. HOW?

V2WORK partner universities should directly send their candidate's application (winner of their own EIC) to the national competition organising committee, chaired by Dr Dinh Van Hai of Hanoi University of Science and Technology.

For non V2WORK partner universities, apply by sending the application to Dr Dinh Van Hai hai.dinhvan@hust.edu.vn

Deadline for application is Wednesday October 23rd, 2019, at 16h00 (Vietnam time).

The application will require full textual presentation of their idea, following the template provided in Annex !. The main information to be presented includes:

A. General information

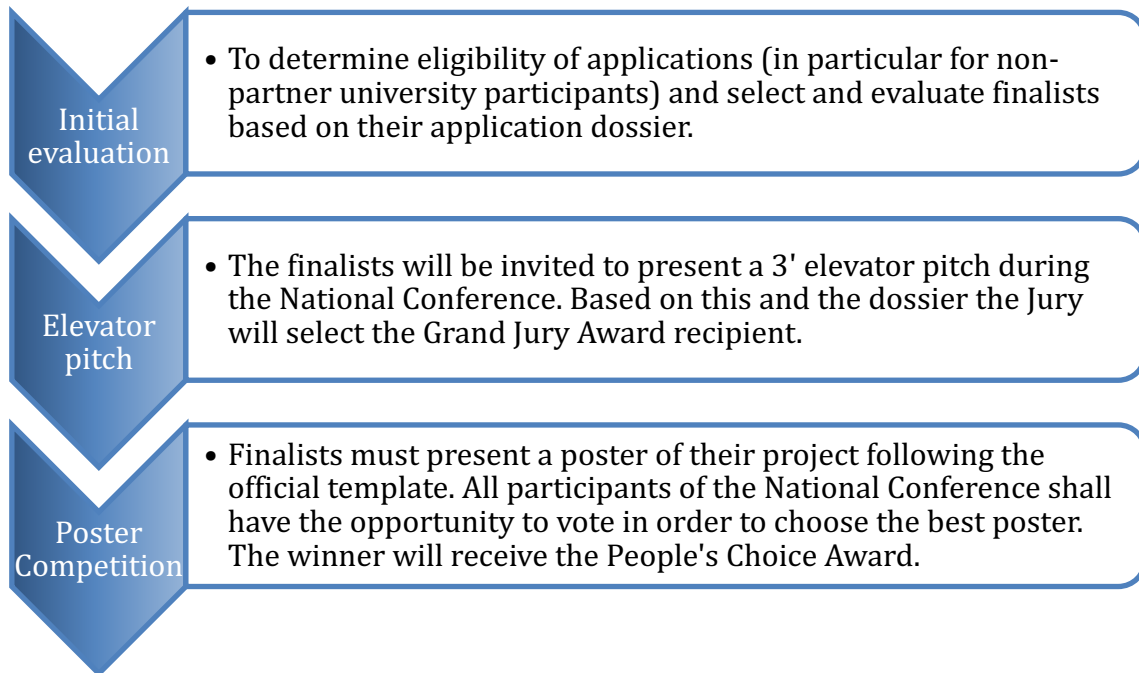
1. Name of the team & details of individual members
2. Title of the project
3. Team contact information
4. Home University

B. Project description

1. Project objective (1/2 to 3 pages) - 5 points
2. Needs of the project/ Rationale (maximum of 1000 words)- 20 points
3. Innovativeness (maximum of 2000 words)- 25 points
5. Implementation scheme (maximum of 2000 words)- 15 points
6. Self-evaluation of the project using SWOT (maximum of 500 words)- 10 points
7. Rationality of estimated costs/ finances - 15 points
8. Video (for illustrating the project)- 10 points

4. SELECTION PROCESS

The National Enterprising Ideas Competition follows a three phase process:



4.1. APPLICATIONS

Application forms will be provided to all interested in participating (Annex 1), and available to download from the V2WORK website.

Each V2WORK university career centre will carry out its own competition, previous elimination from those ideas considered not eligible (non-eligible applications are those which do not address all the parts in the template criteria or where the team members do not fulfil the criteria set out in this document or those which do not address the competition's topic "Green Enterprises"). The eligible applications will be reviewed by a judging panel appointed by the organizers of each university's competition. The winner idea at each university should be submitted using the template provided to the National EIC Organising Committee for initial evaluation at least 10 days prior to the competition. This step will ensure that all participants fulfil the eligibility criteria.

Non-V2WORK applicants should in addition be submitted by their university's career centre or similar and include a support letter stating they were selected to represent their university according to the criteria established for this competition.

4.2. ELEVATOR PITCH

A 3-minute elevator pitch should be presented to judging panel at the National EIC.

The elevator pitch should be delivered as a 3' speech, which concisely and simply describes the essence of the business model. Each finalist (1 representative/project) will present the elevator pitch to the panel of judges.

The language for the elevator pitch shall be Vietnamese.

Each elevator speech should include the following components:

1. Objectives
2. Need addressed
3. Product description
4. Target customers
5. SWOT

The panel will grade all elevator pitches based on the following criteria:

- Is it clear and to the point? -15 pts
- Is it engaging and memorable? – 25 pts
- Does it focus on the need the product / service solves? - 30 pts
- Does it stress the SWOT of the product / service? – 30 pts

(An evaluation template for the elevator pitch can be found as Annex 2).

Each team's final score will be the average of the elevator pitch score and the score received as a result of the evaluation of the project description in the application dossier.

4.3 POSTER COMPETITION

All participating teams at the National EIC are invited to be part of the poster competition. Each team will present their poster during the networking session at the National Conference to detail their green business idea. They must be present during this session and available to discuss their project with the conference participants. All event attendees will vote to select the best idea based on these posters and discussions, resulting in the selection of the winner of the “People’s Choice Award.”

GUIDELINES FOR POSTER DESIGN

- Each team must present a poster, adapting the template provided in the application package (Annex 3) and including each of the required sections.
- Text and graphics are allowed
- The idea (name) should be identifiable
- Teams must print their poster prior to the National EIC and bring it with them
- Poster dimensions should be in A0 size.
- Posters should be in “stand up” format and set up in the networking space during registration on the first day of the National Conference
- Teams must submit a PDF copy of their poster to the Organising Committee of the National EIC at least 48 hours prior to the competition.
- The poster should be made in two versions: English and Vietnamese.

4.4 JURY

The Jury will be composed of 5 members with entrepreneurial experience. For the 2019 edition, these members will be nominated by MOET, VCCI, Hanoi University of Science and Technology, Tay Nguyen University and Ho Chi Minh University of Social Sciences and Humanities. Once nominated, their selection will be approved by the V2WORK consortium.

The jury members will evaluate each finalist project description and elevator pitch using the templates provided by the organising committee, in order to select the Grand Prize Winner.

ANNEXES

ANNEX 1: APPLICATION FORM WITH PROJECT DESCRIPTION TEMPLATE

ANNEX 2: JURY'S INSTRUCTIONS AND EVALUATION TEMPLATES

ANNEX 3: POSTER TEMPLATE