

Manual for 2025 Future Partners
Innovation & Entrepreneurship
Competition

BACKGROUND

Organized and hosted by SILC Business School, Shanghai University, the 2025 Future Partners Innovation & Entrepreneurship Competition has opened registration for college students around the world. The competition aims to inspire college students' enthusiasm in entrepreneurial and innovative activities as well as to assist young entrepreneurs to promote and commercialize their ideas. We hope that the competition can provide an open and inclusive platform for college students and young entrepreneurs from all over the world to share their good ideas about new products, services and business models.

GENERAL GUIDELINES

1. Every team should consist of 3-6 members. Both currently enrolled college students and self-identified entrepreneurs can participate. Each participant can only register as a member of one team.
2. Every team can submit one business plan or project to the competition. Multiple submissions will nullify the teams for qualifications into the next rounds.
3. The teams are required to submit their business plan or project in PowerPoint format (5 to 10 pages PPT). The team should put forward an idea or a prototype of a new product or service, together with the basic configurations of the related business model. Ideas for new products or services are not restricted by industries or countries.
4. Teams are not allowed to change their product or service throughout the whole competition.

SCHEDULE and AWARDS

1. Registration & preliminary round: All teams must register and submit their business plans **no later than UTC +8 Beijing time 00:00 16 April, 2025. Extension can be granted to partner university students. Please send emails to apply for extensions and let us know when the submission of the business plan can be expected. The email address for all correspondence is: innovcompetition2025@outlook.com.**
2. Semi-final: 11 May, 2025. Final: Early July 2025 (to be confirmed).
3. Top 20% of the total participating teams will qualify for the semi-final. Qualified teams will be linked to mentors from the Entrepreneurial Centre. Mentors will invite students to online meetings to help participants polish their business plan and get prepared for the second round of competition (scheduled on 11th May).
4. The semi-finalists will be notified by the end of April. Every qualified team should submit a five-min video for presentation along with PowerPoint slides before the semi-final. All teams must participate in a project defense and Q&A session online/offline on semi-final day.
5. The winners of the semi-final competition will receive scholarships for SILC Summer School. Winners can choose to come to visit Shanghai and SILC during June and meet with managers and professors from SILC. Winners in the semi-final will be invited to participate in a 5-day startup training camp held at the end of June in Shanghai.
6. If students receive 100% SILC scholarships, their hotels, meals, and ground transportation will be covered during their Shanghai stay for two weeks. These students need to pay for their flight tickets. Students will meet with students from other universities globally. During the Summer School, their business plan will be further polished and sent for the final round of competition.

7. The final will be held in July in Baoshan, Shanghai. The finalists can participate offline or online. Students will be presenting in front of a panel of government representatives, experienced managers, venturing capitalists, and a group of successful entrepreneurs. It will be a good chance to form a network for the materialization of the project. Cash prizes with a total value of more than 50,000 RMB will be available for the winning teams.

INSTRUCTIONS

1. Every team is required to send their **registration form** together with a business plan to innovcompetition2025@outlook.com no later than UTC +8 Beijing time 00:00 16 April, 2025. The business plan should be submitted in the format of Microsoft PowerPoint (maximum 10 pages). Supporting documents (not mandatory) such as product specifications, patents, brochures, etc. should be submitted in the format of PDF files as appendix.
2. The business plan should put forward an idea or a prototype of a new product or service, together with the basic configurations of the related business model. Ideas for new products or services are not restricted by industries or countries.
3. The business plan will be evaluated using the criteria below.
 - 1) Market and Customer Validation
 - * Customer Insights: Does the project demonstrate a deep understanding of customer needs and preferences through market research or user feedback?
 - * Market Fit: Is there a clear and compelling match between the proposed solution and the identified market needs?
 - 2) Technical and Operational Feasibility
 - * Technical Execution: Is the technology or methodology proposed realistic and achievable within the given timeframe and resources?
 - * Operational Plan: Does the project have a clear plan for implementation, including milestones, resource allocation, and risk management?
 - 3) Growth Potential and Scalability
 - * Scalability: Can the project expand its reach or increase its impact over time? Is there a clear plan for scaling up operations?
 - * Competitive Edge: Does the project have a sustainable competitive advantage, such as unique technology, strong partnerships, or a unique value proposition?

Registration form: <https://www.credamo.com/s/zQJRbuano>.

Or students can scan the QR code using a mobile device:

