



# **2021 Taoyuan Social Business Startup Competition**

## **Brochure**

Advisory Organizer: Taoyuan City Government, Taoyuan City Council  
Organizer: Social Business Center of Taoyuan City  
Government; Department of Youth Affairs, Taoyuan  
Executive Organizer: Yunus Social Business Centre at National Central  
University

## **I. Origin and Objectives**

With increasing awareness of social innovation, cities all over the world are encouraging innovative solutions with which to resolve social issues. In order to encourage young people to engage in social business and create an era that supports both economic development and public welfare, the Taoyuan City Government was the first in Taiwan to set up the Social Business Center of Taoyuan City Government on September 30, 2017. Its sole responsibilities are to promote the concept of social enterprises while giving guidance to the young people regarding starting and managing a social enterprise. By organizing competitions, the Taoyuan City Government hopes to continuously discover promising, outstanding teams of social enterprises, to encourage young people to take part in social enterprises and to resolve social problems in Taoyuan City and across the nation by way of innovative creative business models. Rewards and platforms where Taoyuan youth can develop their creativity will be provided so that young people can co-create social value and exercise their impact.

## **II. Theme**

We call for social enterprise business models that are innovative, sustainable and contain a social impact, targeting Taoyuan City's social problems and oriented towards the goal of resolving social problems or creating social values for the Taoyuan society.

## **III. Eligibility**

- i. Contestants have to be under 45 years of age (born after January 1, 1976) and take part as a team. If the team consists of members younger than 20 years of age, they will have to submit the consent form of their statutory agents upon entering the final round.
- ii. Each team should consist of a minimum of 2 people and a maximum of 6 people. Each contestant can only be part of one team. The team can take part in the competition as a group or a non-profit organization or a company. Each person or organization can only sign up for one team and one competition category.
- iii. The teams that won the previous Taoyuan Social Business Startup Competitions in 2017 and 2020 cannot re-enter the competition with the same proposal.
- iv. Should the contestant be found to commit forgery or provide incorrect information, he/she will lose the eligibility to enter the competition.

## **IV. Competition Category**

- i. Social Innovation Design Group: Those with ideas about how to resolve Taoyuan's local social problems and able to conduct analysis of those social problems and propose innovative and feasible solutions are welcome to take part.
- ii. Social Entrepreneur Group: Those concerned about Taoyuan's local social problems and able to propose products or services with feasible and marketable business models.

## **V. Competition Method**

- i. Dates & Deadlines
  - (i). Social Innovation Design Group

<b>Date</b>	<b>Content</b>
June 23	Competition Registration Deadline
June 26	Preliminary: 1-Day Design Thinking Workshop (Online Workshop)
July 02	Announce the finalists
July 11	Submission deadline for finalists' modified documents
July 18	Final Round: Demonstration
Second half of July	Post-Competition Workshop
Second half of July	Post-Competition Consultation

(ii). Social Entrepreneur Group

<b>Date</b>	<b>Content</b>
June 23	Competition Registration Deadline
Second half of June	Documents Check
July 02	Announce the finalists
July 11	Submission deadline for finalists' modified documents
July 18	Final Round
July 24	Post-Competition Consultation: Session 1
Second half of July	Post-Competition Workshop
September 18	Post-Competition Consultation: Session 2
October	Showcase

(iii). Social Entrepreneur Group: Training Workshop (Optional)

<b>Date</b>	<b>Content</b>
May 8	Social Impact Evaluation Workshop
June 12	Presentation Workshop (1)
June 26	Presentation Workshop (2)
July 10	Startup Mindset Workshop

- To sign up for the workshop, please visit the FB Fan Page of the Social Business Center of Taoyuan City Government. Workshop hotline: (03) 427-3650

ii. Selection Method

(i). Preliminary

1. Social Innovation Design Group: All competing teams have to attend the one-day workshop on design mindset (as a preliminary). Those failing to do so will be deemed disqualified from the competition. The judges will evaluate the team performance on the day and select a maximum of 15 teams for the final round of the competition.
2. Social Entrepreneur Group: Documents checks will be in order. The judging committee will make an assessment based on the documents submitted by the competing teams and select a maximum of 20 teams for the final round of competition.

(ii). Final Round

1. Social Innovation Design Group: The finalists will demonstrate and talk about their products/services design, followed by a Q&A with the judging committee who will select the winning teams. Each team will give a 5-minute demo and a 4-minute Q&A.
2. Social Entrepreneur Group: The judging committee will listen to the finalists' presentation and Q&A before selecting the winning teams. Each team will give an 8-minute demo and a 6-minute Q&A.

iii. Selection Criteria

(i). Social Innovation Design Group

1. Preliminary (1-Day Design Thinking Workshop) Grading Criteria

Aspects to Grade	Percentage (%)
Social Problems Analysis	20%
Proposal Innovation	20%
Proposal Feasibility	20%
Proposal Sustainability	20%
Level of Completeness for Products/Services Design	20%
Total Scores	100%

2. Grading Criteria for the Final Round

Aspects to Grade	Percentage (%)
Proposal Innovation	20%
Proposal Feasibility	20%
Proposal Sustainability	20%
Level of Completeness for Products/Services Design	30%
On-Site Performance and Team Potential	10%
<b>Total Scores</b>	<b>100%</b>

(ii). Social Entrepreneur Group

1. Grading Criteria for the Preliminary (Documents Check)

Aspects to Grade	Percentage (%)
Business Model Innovation	20%
Business Model Feasibility and Sustainability	20%
Business Model's Market Testing and Results	20%
Social Impact	20%
Proposal Completeness Level	20%
<b>Total Scores</b>	<b>100%</b>

2. Grading Criteria for the Final Round

Aspects to Grade	Percentage (%)
Business Model Innovation	20%
Business Model Feasibility and Sustainability	20%
Business Model's Market Testing and Results	20%
Social Impact	20%
Team Potential (including workshop participation, team members allocation, presentation skills and final round attendance)	20%
<b>Total Scores</b>	<b>100%</b>

## **VI. Award Categories**

### **i. Awards**

#### **(i). Social Innovation Design Group**

- Excellence Award: 3 teams will be selected for this award. Each team will receive a Certificate of Merit and a cash award of NT\$20,000.
- Best Practice Award: 2 teams will be selected for this award. Each team will receive a Certificate of Merit and a cash award of NT\$10,000.
- Best Creativity Award: 2 teams will be selected for this award. Each team will receive a Certificate of Merit and a cash award of NT\$10,000.
- Honorable Mention Award: 3 teams will be selected for this award. Each team will receive a Certificate of Merit.

#### **(ii). Social Entrepreneur Group**

- First Place: 1 team will be selected for this award. Each team will receive a Certificate of Merit and a cash award of NT\$120,000.
- Second Place: 1 team will be selected for this award. Each team will receive a Certificate of Merit and a cash award of NT\$100,000.
- Third Place: 1 team will be selected for this award. Each team will receive a Certificate of Merit and a cash award of NT\$70,000.
- Outstanding Award: 7 teams will be selected for this award. Each team will receive a Certificate of Merit and a cash award of NT\$30,000.

### **ii. Notes**

#### **(i). Cash Award Pick-Up**

1. Social Innovation Design Group: Winners for the Excellence Award, Best Practice Award and Best Creative Award can pick up 1/2 of the cash award on the day of the final round after signing the receipt and submitting the photocopied details of a designated bank account. The remaining cash award will be available for pick-up after the winners have attended one workshop and one consultation session in July as required.

2. Social Entrepreneur Group: All winning teams can pick up 1/3 of the cash award on the day of the final round after signing the receipt and submitting the photocopied details of a designated bank account (NT\$33,000 for the second place winner; NT\$23,000 for the third place winner). Another 1/3 of the cash award will be available for pick-up after the winners have attended one workshop in July and three consultation sessions (another NT\$33,000 for the second place winner; NT\$23,000 for the third place winner). The remaining 1/3 of the cash award will be available for pick-up after the winners have attended the showcase (NT\$34,000 for the second place winner; NT\$24,000 for the third place winner).
- (ii). The Certificate of Merit will be given to each member in the winning teams.
- (iii). The above cash awards will come with tax deducted in accordance with statutory tax rates.

## **VII. Registration and Documents Submission**

- i. Registration
  - (i). To take part in the competition, all registration has to be completed before **17:00, June 23, 2021** (as dated on the electronic registration form). Please go to the website, <https://forms.gle/AGRbRG8S4TLgDYj2A>, fill in the registration form and attach the following documents as stated on the registration form:
    1. Social Innovation Design Group
      - Contestant Consent Form and Personal Data Consent Form: Please submit one PDF file of the Contestant Consent Form and the Personal Data Consent Form signed by all team members. Please refer to Appendix 1 and Appendix 1-1 and save the file as “Social Innovation Design Group\_(Name of Team)\_Contestant and Personal Data Consent Form.”
    2. Social Entrepreneur Group
      - Contestant Consent Form: Please submit one PDF file of the Contestant Consent Form and one PDF file of the Personal Data Consent Form signed by all team members. Please refer to Appendix 1 and Appendix 1-1 and save the file as “Social Entrepreneur Group\_(Name of Team)\_Contestant Consent

Form.”

- Startup Proposal: Please submit one Word file and one PDF file of the Startup proposal. Please refer to Appendix 2 for the file format. Save the file as “Social Entrepreneur Group\_(Name of Team)\_Startup Proposal.”
  - Business Model Canvas: Please submit one Word file and one PDF file of the Business Model Canvas. Please refer to Appendix 2-1 for the file format. Save the file as “Social Entrepreneur Group\_(Name of Team)\_Business Model Canvas.”
  - Startup Proposal Presentation: Please submit one PDF file of the Startup Proposal Presentation. Please refer to Appendix 3 for the file format. Save the file as “Social Entrepreneur Group\_(Name of Team)\_Proposal Presentation.”
- (ii). Should there be any need to alter or rectify any information once all documents are submitted, please send it to TYCSBC@gmail.com before the submission deadline. Please also check with the organizer that all updates have been received.
- (iii). If the link fails to work when you try to register for the competition, please fill in the appendices and email them to TYCSBC@gmail.com before the deadline.
- ii. Advance to the final round
1. All Social Innovation Design Groups entering the final round and the Social Entrepreneur Groups that need to modify their presentation files have to email their updated files to TYCSBC@gmail.com before 23:59, July 11, 2021, under the subject name of “\_(Team Category)\_(Name of Team)\_2021 Taoyuan Social Business Startup Competition Final Presentation.” The time/date as indicated on the email when sent out will be held as the time/date of submission.
  2. Should you need to submit any supplementary information, please note the following:
    - Please check with the organizer before the submission deadline regarding whether your supplementary information is permitted to display at the presentation. If yes, please submit it before the submission deadline.
    - All information display time is calculated as part of the presentation. No extra time extension will be allowed.
    - Please submit audio/video files to the organizer for testing at the



presentation venue prior to the presentation. You will be notified of the testing result. Should the equipment fail to function at the last minute owing to an inscrutable fault, the competing team will be held liable for the risk of playback failure.

3. Should there be any need to alter or rectify any information once all documents are submitted, please send it to [TYCSBC@gmail.com](mailto:TYCSBC@gmail.com) before the submission deadline. Please also check with the organizer that all updates have been received.
4. Venue of Final Round: 2F, Meeting Room 1 & Case Classroom, Department of Youth Affairs, Taoyuan (No. 390, Huanbei Road, Zhongli District, Taoyuan City)

### **VIII. Other Notes**

- i. All members of the teams entering the final round have to be present for the final round. Those unable to do so have to request a leave of absence in advance. If more than 1/2 of the team members fail to show up, the judging committee may deduct points accordingly.
- ii. All documents and information submitted by competing teams will not be returned to the sender.
- iii. By taking part in the competition, all competing teams thereby authorize the organizer without incurring a fee to openly access all submitted information for non-profitable purposes such as social enterprise promotion and education.
- iv. Should the competing team violate any competition spirits or regulations, the organizer reserves the right to disqualify the team from the competition.
- v. To sign up for the workshops, please go to the Facebook Fan Page of the Social Business Center of Taoyuan City Government.

### **IX. Contact**

- Competition Hotline : (03)422-7151#26010
- Workshop Hotline : (03)427-3650 (Hotline)
- Competition Contact E-mail : [TYCSBC@gmail.com](mailto:TYCSBC@gmail.com)
- Facebook Fan Page : <https://www.facebook.com/tycsbc/>