

MOEA Small and Medium Enterprise
Administration
InnoVEX 2019
Startup Terrace Award

Registration Notice

2019.03



經濟部中小企業處
SMALL AND MEDIUM ENTERPRISE ADMINISTRATION
MINISTRY OF ECONOMIC AFFAIRS

Organizer: MOEA Small and Medium Enterprise Administration
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Objective

In order to encourage domestic and foreign innovative companies or teams to develop innovative businesses in Taiwan and mark the launch of the Startup Terrace, the MOEA Small and Medium Enterprise Administration has added five Startup Terrace Awards and related prizes to the 2019 InnoVEX Pitch Contest. It is hoped that incentives such as entrepreneur awards, office space, investment funding and marketing assistance will help domestic and foreign companies and teams to set down roots and create new opportunities for innovative industry development in Taiwan.

II. Participants

Domestic and foreign innovative companies or teams that belong to the following 10 areas

1. AI & Big Data
2. AR/ VR/ MR
3. 5G Applications
4. Consumer Tech
5. Fintech, Blockchain & E- Commerce
6. Enterprise Software
7. Hardware & IoT
8. Health & Biotech
9. Security
10. GreenTech

III. Registration Method and Qualification (Make sure to read this section)

Complete registration for participation in the 2019 InnoVEX Pitch Contest before May 3, 2019. Also, click [CHECK](#) on the Startup

Terrace Award in the registration system and meet the following conditions and qualifications:

1. InnoVEX 2019 exhibitor and formally obtain a booth.
2. Company establishment date must be after January 1, 2014.
3. Agree to station in Startup Terrace for at least one year.
4. If the participating team pulls out of the contest, it shall be deemed as forfeiture of eligibility.

IV. Selection

1. Follow 2019 InnoVEX Pitch Contest schedule and scoring items, and it will according to the score of preliminary and semifinal stages as a basis for selection.
 - (1) Review of documentation is done at the preliminary stage. The business plan and pitch video must be in English.
 - (2) On-site presentations and Q&A sessions are held at the semi-final stage on May 29, 2019 (Wednesday). The entire presentation must be in English. Each team will be given 11 minutes (6 minutes for the presentation and 5 minutes for the Q&A session).
2. The selection committee, made up of domestic and international professionals invited by the organizers, will select 5 award-winning teams at the end of semi-final stage. (teams are not ranked, not all five awards need to be granted).
3. The scoring items are as follows (same as InnoVEX 2019):

Scoring item	Description	Points
Overall performance	Speaking clarity, self-confidence, professionalism, creativity and energy, depth of impression made by content, level of anticipation, completion in the allotted time	5

Solution	Problems solved by the product or service are explained in detail, description of benefits that it provides, current development stage of the industry or product.	5
Business model or scale of market	Analysis of the market scale forecasts, target customer group and clear explanation of the production method and profitability of the product or service.	5
Marketing plan	How the team plans to utilize resources, how to implement marketing strategy and perform product management, how to maintain advantages against competitors / potential competitors.	5
Flexibility and feedback	Give appropriate replies to the judges' recommendations and questions. Flexible responses and offer constructive answers.	5

V. Prizes

- Each team receives the InnoVEX award of \$60,000 made in two payments:
The first payment of \$18,000 is paid after the award contract is signed.
The second payment of \$42,000 is paid after the team has moved in the Startup Terrace for one year and a service or product MOU is signed with a business in Taiwan.
- Free office space in the Startup Terrace. Must be occupied for at least one year.
- One-stop service for assistance with the entrepreneur visa application and company registration in Taiwan.
- Startup Terrace dormitory discount.

5. Arrange for startup funding with domestic and foreign companies or venture capitalists.
6. Promotion opportunities at domestic and foreign entrepreneur fairs.

VI. Conditions

1. The Startup Terrace plans to open in May 2019. The award-winning teams shall move into the Startup Terrace for one year after its opening and establish a company in accordance with Taiwan's Company Act. If a company is not established in Taiwan, the Special Assignment Office will be commissioned to assist with the establishment. Companies established and registered in the Startup Terrace shall enjoy the related incentives offered by the park.
2. The services, technology and products researched and developed by the award-winning team must be practically applied in Taiwan or the award-winning team must enter cooperation with a Taiwanese business such as product manufacturing / production, technology cooperation, strategic alliance before the period ends.
3. The InnoVEX Award is divided into two payments. The first payment is made after the award contract is signed. The second payment is made after the above two conditions are completed. If the conditions in the above two conditions are not fulfilled, the second payment shall not be made by the MOEA Small and Medium Enterprise Administration.
4. The official InnoVEX 2019 website shall prevail for any matters not stipulated within these regulations or any amendments made to them. No further notification shall be made.
5. The MOEA Small and Medium Enterprise Administration reserve the right to amend or modify the Startup Terrace Award special award-related regulations.

6. Startup Terrace introduction: Located at the border of New Taipei City and Taoyuan County in Taiwan, Startup Terrace is situated along the Taoyuan Airport metro line and includes buildings A6, A7, B5 and A3 (building 1) of the 2017 Universiade athlete's village occupying 14,618 pings in area. Surrounding facilities include the Taoyuan Metro's A9 Linkou Station, Chang Gung Hospital, Mitsui Outlet Park, Linkou Sports Park and Linkou Junior High School (High School) making it suitable for the development of all sorts of innovative technology and services.