



Student Startups Competition(SSC)

Summary

August, 2015

What's SSC?



- Student Startups Competition (SSC) is a business competition to challenge college & graduate students to think about how to use entrepreneurship to address global problems via their own start-ups or applying entrepreneurial thinking. The competition aims to empower students to take innovative initiative and to explore the dynamic business world beyond their own countries.
- This competition provides a platform for students passionate about entrepreneurship to connect with peers, investors, and mentors globally to fine tune their ideas, receive real-world feedback and penetrate new markets.
- The top three finalists (1-2 from individual and one from group) receive admission tickets and airfare to the leading Asian startup event, Echelon*, which allows these students to connect to the global tech industry, a unique and beneficial opportunity for students to reach out the global startup community. In addition, there will be judges' awards provided by sponsors, such as one week summer leadership course.



*Echelon (e27.co/echelon/singapore), main event in Singapore and satellite events in 7 major cities in Asia, is the biggest startup event in Asia, including keynote speeches and panel and worldwide startup expo.

Recap of SSC 2015

- There were more than 360 applicants, including 80 groups and 121 individuals across all three countries.
- All applicants undergo a first screen based on their business plan, resume, essays and an interview.
- Judges are comprised of investors, entrepreneurs and key opinion leaders in the start-up communities in Taiwan and Southeast Asia.
- Sponsors in 2015: e27, Pinehurst Advisors, RMIT University Accounting Club, SoftLayer, and IESE Business School

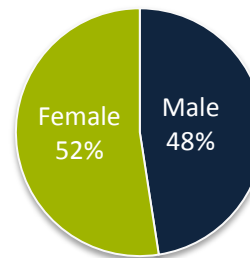
Demographic Traits of Participants

- High caliber and English-speaking student demographics
- A highly ambitious audience, over 60% of SEC participants indicate that starting their own business is their career aspiration.

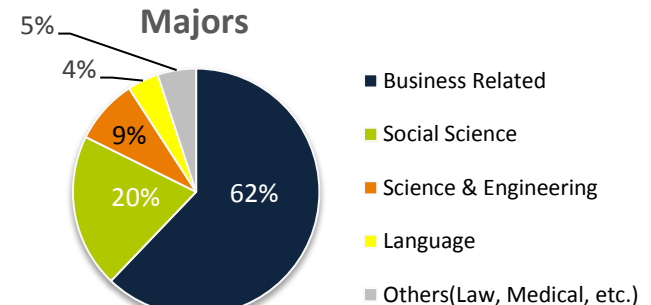
SSC Competition Process



Genders



Majors



Promotion Channels - Online



- **SSC Website** <http://www.studentstartups.co/>
 - 8,565 unique visitors and 26,346 page views (From July 2014- August 2015)
 - Available in English, Mandarin, Vietnamese, and Thai.
- **SSC Facebook Page** [Student Startups Competition](#)
 - Independent chapters for Taiwan, Thailand and Vietnam.
 - Total fans: 8,950+ 2-3 posts per week during the event promotion period
 - An average reach of 300.
- **3rd party Facebook Pages**
 - Ex. Startup-related student clubs' pages, entrepreneurship-related organization, and etc.
 - Total reach: 40,791 users.

- **Newsletters**

A database of 2,700 leads, including university/ college students, department offices, and so on.



Promotion Channels - Offline

- **On-campus pre-event workshops**

Collaboration with entrepreneurial student clubs (e.g. ASES, AIESEC) to hold pre-event workshops to leverage their internal networks as our promotion.

- **Phone calls and direct mail department offices at universities**

Departments like Electrical Engineering, Social Science, Science & Engineering, business related, IT related, Language, Law, Medical etc. Estimated reach: 12,000+ students

- **Cross-promotion at ally's entrepreneurial**



Timeline

Preparation

Taiwan and Vietnam

Oct. - Nov.

Preliminaries

Vietnam

Mar. 21st – Apr. 18th

Final

Taiwan

May 12th

Nov. - Feb.

Promotion

Taiwan and Vietnam

Mar. 14th – Mar. 31st

Preliminaries

Taiwan

May 14th

Final

Vietnam

Testimonials



▪ Participant

“Thanks for give this unique opportunity to us, not only want to watch and learn more but realize the shortage we have, it's a good chance to improve ourselves. No matter what the result is, we all get a fruitful experience. “ *Michael Chiu, Taiwanese, 2015 SSC Taiwan participant*

▪ Winners

“As a daring student who wishes to venture into the world of entrepreneurship, Student Startup Competition has been an incredible platform for me to learn about startups and nurture my creativeness. “ *Tran Mai Uyen Vy, Vietnamese, 2015 SSC SEA Winner*

“It was a rewarding experience where I was able to establish connections and sharing our idea with other students. Winning competition, attending Echelon which is in my opinion one of the best opportunities anyone wanting to launch a startup can get. “ *Melissa Alvarado, Salvadoran, 2015 SSC Taiwan Winner*

“Opportunity, Connection, and Inspiration to describe how I felt and received from a wonderful trip like the Echelon Asia Summit 2015. It is a great place where people share their passion, ambition, and together make it real. “ *Nguyen, Vietnamese, 2015 SSC SEA Winner*



About the Organizer



As a marketing agency serving clients in the education industry, EnvisionRecruit not only provides marketing solutions to help schools recruit international students and establish awareness in the local markets—currently in Taiwan, Thailand, Vietnam, Myanmar and Cambodia, but is also looking to expand to other countries in South East Asia.

Select Services:

- Customized go-to-market strategy: Leverage the 20+ years of experience in the student recruitment industry and minimize trial & error in identifying an effective strategy
- Local Reach: It operates with local staff on the ground in Taipei, Taiwan; Bangkok, Thailand & Ho Chi Minh City & Hanoi, Vietnam
- Western transparency & management: ER can be your trusted partner and ensure that nothing is lost in translation

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Appendix 1

Feeder universities in Vietnam for studying abroad



RMIT University Vietnam

RMIT University Vietnam is an Asian campus of Melbourne-based University RMIT - Australia's biggest tertiary institution. RMIT Vietnam offers programs from business and management to design and micro engineering, and boasts an impressive range of extra-curricular activities that encourage students to break new ground in their areas of interest.

Foreign Trade University (FTU)

FTU is among the most well-known universities in Vietnam, covering a wide range of business courses among which are finance, management, and marketing. Students from FTU are recognized as being active and well-qualified. The university also has campuses in Ho Chi Minh City.

Eastern International University

Eastern International University was opened and officially put into operation in 2011. By 2020, the University is expected to be a multi-area school, a prestige science technology center, being the core in education and training system of the South Eastern of Vietnam, meeting international standard.

The University of Economics

The University of Economics, Ho Chi Minh City - UEH was established in 1976 in HCMC. It is one of the 15 key national universities of Vietnam and is a member of The Best 1,000 Business Schools in the World. From its inception until now, the school has been a renowned center of scientific research in Vietnam, providing undergraduate and postgraduate education for over 50,000 students/year from the country and neighboring Laos and Cambodia.

Appendix 2

Highlight of event in Vietnam



- It's the first time to run the Student Startups Competition (SSC) in Ho Chi Minh City. This year, there were 234 applicants, including 86 individuals and 52 groups.
- Most of the applicants are from top universities in Vietnam and some of them even enrolls in English programs.
- Applicants are ambitious, confident in expressing their ideas, interested in studying abroad and highly motivated in starting their own business and becoming successful entrepreneurs.

