



START-UP @ SINGAPORE

*make ideas
happen!*

Official Contestant Kit
12th S@S

Executive Summary Deadline 5th February 2011

Start-Up@Singapore
14A Prince George's Park
Singapore 118412

Website: www.startup.org.sg

E-mail: competition@startup.org.sg

Organised by:

nes NUS
Entrepreneurship
Society

Supported by:

**NUS**
National University
of Singapore
NUS Enterprise

**NUS Business School
Alumni Association**
Putting together business minds

Table of Contents

Welcome Note	3
Eligibility Criteria and Categories	4 - 7
The Competition Process	8-9
Competition Information for Foreign Teams	10
Phases of the Competition	11 - 13
What should I include in my Executive Summary Entry?	14 – 15
What is a Business Plan?	15
Why have a Business Plan?	15
How does the judging work?	15
Judging Criteria	16- 18
What investors look for in a business plan	18
Confidentiality of Business Plans	19
Protection of Intellectual Property	19
What if I don't win?	19
Contact Us	20
Information on Intellectual Property	21 - 23
Co-operative	24-26



Welcome Note

Dear Sir/Madam,

Thank you for participating in the 12th Start-Up@Singapore Business Plan Competition. This year's competition promises to be yet another exciting event for you to pit yourselves against other budding entrepreneurs for the right to a share of \$50,000 worth of prizes. Upon registration, you would begin on an exciting journey to fulfilling your entrepreneurial aspirations.

In a bid to attract entrepreneurs from foreign nations to Singapore, we will also be allowing teams comprising of purely students from recognised institutions within any country to participate in the competition.

For the competition participants, we would like to emphasize that the closing date for executive summary submissions is **5th February 2011**.

Each executive summary will be read by at least 3 judges, to ensure fair judging and reduce deviation across all the judges. Approximately 35 best plans from among all the entries will be shortlisted and put through to the semi-finals.

We look forward to working with all of you and aiding you in fulfilling your dreams. Once again, we would like to thank you for your support and we wish you the very best in the competition.

For suggestions and enquires, feel free to contact:

Akash Ranka
Competition Director
12th Start-Up@Singapore
a.ranka@startup.org.sg
Mobile: (65)98116588

Manas Gupta
Competition Director
12th Start-Up@Singapore
manas@startup.org.sg
Mobile: (65)84447050



Eligibility Criteria and Categories

(1) General Eligibility Criteria

The following eligibility criteria are applicable to both the Open Category and Youth Category:

1. Entries must be the original work of entrants and may be submitted after the team has registered.
2. There is no restriction on the size of a team. Individuals are allowed to be part of one or more teams; however, participants are strongly encouraged to be dedicated as part of a core team member on only one team. Core team membership on more than one team may be considered as a factor in evaluating submissions.
3. All Leads, Directors and Executives of the 12th S@S Organising Committee, are not eligible to participate in the 12th S@S Competition as a member of any participating team.
4. The judging panel of the competition reserves the right to disqualify any entry that, in its judgement, violates the spirit of the competition guidelines.
5. Closing date for Open and Youth Category executive summary submission is 2359 hours, **5th February 2011**. Do submit your plans earlier to avoid disappointment due to bandwidth congestion.

(2) Open Category

1. The Open Category is open to anyone interested in entrepreneurship, regardless of age.
2. However, participating companies must be less than 3 years old at the point of registration.
3. Companies that have received outside investment from venture capitalists, private investors or industry sources before the closure of the Open Category executive summary submission are eligible to compete, provided that the total funding committed (including paid-up capital, grants, loans and other forms of funding) does not exceed S\$200,000.
4. Should the company be registered, the annual profits generated by the company should not exceed S\$200,000.
5. International participants are welcome to register for the competition. These teams will

not be required to have at least one core member who is ordinarily a resident of Singapore*.

(3) Youth Category (Aged 14 - 20 Years Old)

1. This category is open to participants between **14-20** years old, and are ordinary residents of Singapore*. Specifically, all team members are to be **under 21** years of age on or before the date of closure of the Executive Summary submissions.
2. Judging will be based on the same requirements and judging criteria as the Open Category.
3. International participants cannot take part in the Youth category. However, they can take part in the Open Category.

**Ordinarily a resident of Singapore refers to a Singapore citizen, a permanent resident of Singapore, or an expatriate holding either a valid Employment Pass or Dependent's Pass or a valid Student Pass.*

Note that teams participating in the Youth Category of the competition are allowed to work with advisors, mentors and/or teachers who are 21 years of age or older on constructing and developing their executive summaries, business plans and various presentations.

However, these teams should also note that advisors, mentors and/or teachers who are 21 years of age or older cannot register with the team as this will forfeit the team's eligibility to participate in the Youth Category.

Such teams may only include the credentials of their advisors, mentors and/or teachers in the Advisory Board section of their executive summaries and business plans.

In addition to this, only core members will be allowed to present and respond to the questions posed during the Semifinals and Finals.

(4) Adopt-A-Technology

NUS Industry Liaison Office (ILO) is a database of many ideas and technologies developed by NUS students and professors.

For the first time ever, Start-Up@Singapore is liaising with NUS ILO/R2M to give participants of Start-Up@Singapore an exclusive opportunity to tap on ILO technologies/ideas and write business plans on them.

What is the 'Adopt-a-Technology' really about?

The whole concept is a great opportunity for all the participants that cannot come up with a business idea, to join and adopt an already existing technology that they might be interested in, without having to spend a single penny.

R2M is providing a platform for the participants, aiding them to come up with a variety of ideas and win lots of prizes.

How does it work?

Participants can visit the ILO/R2M webpage (link given below), and select the technologies that seem interesting to them. They then write an Executive Summary (ES) on that technology and submit it on the Start-Up@Singapore Competition Portal. (Refer to the flowchart above for details on the summary submission dates and visit our completion page for other details).

If the Executive Summary gets passed through to the Semi-finals, those participants will get further access to the ILO technology they used for their ES. Also, ILO might provide mentorship and resources to these semi-finalist teams. In the semi-final stage, the teams then write a full business plan (roughly 25 pages) and based on their performances, proceed to the finals.

The team winning the finals might even be granted licensing rights by the ILO.

What are the advantages of choosing this option?

1. If you cannot come up with a business idea, simply choose an ILO technology and develop a business idea on it.
2. All technologies are reliable and proven, which is why they are patented.
3. Clearing the Prelim stage grants you an exclusive access to the technology.
4. Winning the competition provides a chance to get licensing rights of the technology.

Web-link

ILO home page, where the list of the technologies can be found:
<http://ilo.technologypublisher.com/>

(5) SNCF Co-Operative Category

This year, Start-Up@Singapore and the Singapore National Co-operative Federation (SNCF), are introducing a new category for the Start-Up@Singapore competition, the Co-operative model. Through this new category S@S and SNCF aims to increase the awareness about booming co-



operative sector.

Details:

The participants of Start-Up@Singapore can choose the Co-operative category from the online registration portal. The participants will also choose the industry relevant to their idea, for example, Interactive Digital Media (IDM) and Food and Beverages (F&B) (except for Social Entrepreneurship). Following that, they are required to submit an Executive Summary (ES) of their business plan (Refer to the flowchart for deadlines).

This category will be judged separately first and then the winner of this category will be given direct entry to the final. This hence means that, the participants, who have chosen that category, will directly compete in the final round of SNCF, which will be on the same day as the Semi-Finals of Start-Up@Singapore. The winner will receive a sum of S\$5000, a direct entry into the Finals of Start-Up@Singapore and, hence, a further chance to win S\$20000. The runner-up will get a sum of S\$3000.

For more information on Co-operative, refer to page 24.

(6) Prizes and Awards

Upon conclusion of the competition, the winning teams of the Open Category will secure and receive 30% of the prize money. However, winning teams will be required to register and set up their business in Singapore after conclusion of the competition, and provide documentary proof in order to qualify for the remaining 70% of the prize award money.

Upon conclusion of the competition, the winning teams of the Youth Category will secure and receive 100% of the prize money.

More details regarding the Prize-money can be found on the website.



The Competition: Join, Proceed, Win.

Actually, it doesn't always come down to winning, when the kind of experience, and exposure you get is priceless. Sometimes, the ones who don't win, end up learning a lot more.

The list of previous year's judges can be accessed here:

<http://startup.org.sg/about/judges>

All these judges are indeed very very successful in their own fields. Receiving feedback from such qualified judges helps the participants understand the depth in their idea. Not only the idea, but the whole opportunity of networking with leading professionals and entrepreneurs is something not to be missed.

A common misconception is that the whole process is very complex. Well, the rest of this page clearly shows, how easy it is, to gain an invaluable experience.

Preliminary Stages

Participants will have to prepare a 3 page executive summary and submit to the competition portal by the 5th of Feb 2011, 2359 hrs.

The results will be announced on 28th Feb 2011, where 35 teams from the open category and 10 teams from the Youth category will proceed to the semi-finals. The judging criteria for the executive summary and how to write an Executive Summary can be viewed here:

<http://startup.org.sg/wp-content/uploads/2010/09/12th-S@S-Official-Contestant-Kit3.pdf>

Biz-Clinic

The semi-finalists get an exclusive opportunity to attend the Biz Clinic session on 19th March 2011. Biz Clinic is basically is a set of workshops along with certain interactive sessions, that help the semi-finalists to gain insights and groom their entrepreneurial skill sets.

Semi-Finals

Participants will then have to submit a full business plan from the skills acquired in the Biz Clinic and submit it to the portal by 26th of March 2011, 2359 hrs.

Semi-Finalists will then have their pitching session on 2nd April, through which, the winners will be proceed to the finals.

Mentoring Sessions

1st Mentoring session takes place in mid April, where expert entrepreneurs and industry gurus mentor the finalists. The mentors not only help the finalists in refining their plans, but also provide experienced tips on pitching skills required to win the finals

The 2nd Mentoring Session is in May 2011, which is the final grooming for all the finalists. The YBL group (Young Business Leaders) has offered its services to the contestants, in order to give them their very vital inputs; share their success stories in a round table discussion, and provide

further feedback for the upcoming finals.

Some of these people from the YBL group are highly qualified and very successful entrepreneurs. See the list below.

Clinton Ang	Hock Tong bee Pte ltd
David Chiem	Mind champs holdings
Susan Chong	Green pac
Kenny Eng	Gardenasia Pte ltd
Douglas Foo	Sakae holdings ltd
Annie Gan	Jian Huang construction
Gunasekharan s/o Chellappan	ASPAC JDA software Asia
Lawrence Kim	Ebenezer NDT Services Pte LTd/HTT interanational Pte Ltd
Allen Law	Park Hotel Group
Ivan Lee	Thai Express Concepts Pte Ltd
Sean Lee	Marco Polo Marine Ltd
Bennett Neo	Asia Pacific Breweries
Ng Whye Hoe	Pet Lovers Centre
Max Phua	World Scientific Publishing Co
Prakash somosundram	Yolk Pte ltd
Rajesh Nair	Searchworks Pte LTd
Shakir Moin	Sparkling Brand Portfolio and Coca cola pacific
Leonard Tan	Purple click media
Charles wong	Charles and keith international
Yenn wong	JIA boutique Hotels Pte ltd
Sam yap	Cherie Hearts Group international

Finals

The finals are on the 21st of May 2011. Here, the finalists get their chance to present their idea in front of highly qualified professionals, and an opportunity to get a funding of \$20,000 to implement their project!

Competition Information for Foreign Teams

(1) Introduction

All students from any foreign country will be offered an opportunity to participate in the 12th Start-Up@Singapore without the restriction of having a team member who is ordinarily a resident of Singapore.

Note that executive summaries submitted by foreign student-teams will be judged together with all executive summaries in the Open category only.

(2) Eligibility Criteria of Foreign Student-Teams

1. Foreign Student-Teams will only be eligible for the Open Category. They will not be eligible for the Youth Category.
2. Foreign Student teams will be subjected to the same eligibility Criteria as listed above under "Eligibility Criteria and Categories".
3. Teams will be required to submit valid photo identity proofs upon submission of executive summary through the online Judging Portal.
4. The photo identity proof must be submitted digitally e.g. scanned copy of their official Student Identification Card, scanned copy of the passport etc.

(3) Semi-Finals and Finals

Should any foreign teams make it through to the semi-finals, they will be required to submit a full business plan as per the Open Category semi-finals requirements.

During the semi finals, teams will be required to present their business plan to our panel of judges. They may choose to do so through either a video conference or for at least one core member of the team to be personally present at the Semi-Finals.

Please note that should a foreign team make it to the finals, at least one core member needs to be personally present for the Finals' presentation. We are sorry that no amenities for travel and accommodation would be provided for any such teams.

3 main phases of Start-Up@Singapore 2011

Phases 1-3 of the 12th Start-Up@Singapore are applicable to both the Open and Youth categories.

(1) Phase 1 – Registration & Submission of Executive Summaries

All competition entrants are required to register and form a team. The Executive Summary, which summarises all key aspects of the business plan, must be submitted in order to be recognised as a participant for the competition. Teams are allowed to re-submit the summaries before the closing date, should there be any changes since the first submission.

Registration for the competition and submission of Executive Summaries will close at 2359 hours on **5th February 2011** for both categories.

Please submit your executive summaries using the following format:

- Up to 3 A-4 pages
- 1 inch borders all round
- Times New Roman font
- Font size 12
- Single spacing
- Pictures are optional
- No appendices
- Upload in PDF version
- The file name will be over-written by the Online Competition System automatically.

On top of the 3 pages, you may also include an additional cover page indicating your team name.

All submitted executive summaries will be read and rated by our judges individually. There is no quota to the number of plans that will proceed to the next round of the competition. Promising teams whose Executive Summary is short-listed, will be notified via email and telephone, as well as announced on our website.

Please note that we are very strict about the 3-page length of the executive summary. Any team not complying with the instructions will be disqualified from the competition.

(2) Phase 2 – Semi-finals: Complete Business Plan

Prior to submitting the full Business Plan, all semi-finalists are required to attend a Semi-finalists' Biz Clinic on 19th March 2011. Through participation in these business clinics, it is



hoped that semi-finalists' would be equipped with essential entrepreneurial skills. Through this optimal combination of entrepreneurial training and mentoring, semi-finalists' can refine their business plans to better prepare for the next leg of the competition.

Each semi-finalists team will then be required to submit a complete Business Plan by 2359hrs 26th March 2011. Teams failing to meet the deadline will be considered to have withdrawn from the competition.

Please submit your Business Plan describing your venture using the following format:

- Up to 25 A-4 pages
(Including text/graphics/appendices, excluding cover and content page)
- 1 inch borders all round
- Times New Roman font
- Font size 12
- Single spacing
- Upload in PDF version
- The file name will be over-written by the Online Competition System automatically.

Please read the "Judging Criteria" (page 13) for more information.

Teams are also required to make an uninterrupted presentation to a panel of judges followed by a Q&A session of stipulated timings on 2nd April 2011, the semi-finals of 12th Start-Up@Singapore. Judges will clarify any issues that arise during the presentation and seek to evaluate the team.

The presentation is not a substitute for a well-written plan, but an opportunity to convince the judges that the team can achieve its business goals. The result of teams short-listed for the finals will be announced on the presentation day itself. Judges' decisions are final.

(3) Phase 3 – Final Round: Presentation and Prize Awards Ceremony

During the interval between phases 2 and 3, teams can make any final amendments to their business plans and presentations.

Each finalist team will also be allocated a mentor for assisting in improving their business plans. There will be two rounds of mentoring sessions organized between the semi-finals and finals of 12th Start-Up@Singapore, the first round in the month of April and the second in the month of May 2011. Note that it is compulsory for at least one member of each finalist team to be present during these sessions.

The Finals and the Prize Awards Ceremony will be held on 21st May 2011.

Start-Up@Singapore 2011

Official Contestant Kit



Teams will have to present to a panel of judges, and this presentation may be interrupted by intermittent pulses of Q&A. Judges will clarify any issues that arise during the presentation and seek to evaluate the team. The presentation is not a substitute for a well-written plan, but an opportunity to convince the judges that the team can achieve its business goals. The outcome of the winners will be announced on the presentation day itself, judges decisions are final.

What should I include in my Executive Summary Entry?

Every business plan begins with an executive summary, a short compelling presentation of the key ideas of the plan and your new business venture. This executive summary is usually the first and sometimes the only document investors ever read, thus its importance cannot be overlooked. This summary may change when you go on to write a full business plan. Many teams fail to consider adequately their markets, their customers and a business model that will enable them to achieve success. Instead they get wrapped up in interesting technology, which is not the same thing as an attractive business.

To help you focus while writing an executive summary (as well as the business plan), you should refer to the 'Judging Criteria'. We have also listed the key areas that should be addressed:

1. **Opportunity Statement:** How would you describe the business to a potential investor or team members if you had only a short elevator ride to share? What is the nature of the opportunity, why is the opportunity now? What is the proposed solution?
2. **Product or Service Concept:** Develop a brief concept statement for the product or service that can be shown to potential customers. How will the product be used? What are some of its unique features?
3. **Value Proposition & Market Opportunity/Strategy:** What existing problem will you solve with your service or product offering? What is the current size and expected growth of your target market? What are the economies of the markets? What does it take to win this market? What is the level of potential sales of your product or service? How will these sales happen? Who will your first customers be? What level of profits do you expect?
4. **Competitive Advantage:** Who are your competitors? What special knowledge or technology do you possess and how will you protect it? What are the barriers to entry?
5. **Teams:** Background of core team members and board of advisors. Why will you be the right people to make this business succeed? Include a paragraph summary of each of the team member's background applicable to the proposed venture. If the full team has not been assembled, include a brief description of the background and skills of team members that you desire to recruit.
6. **Financial Projections:** What do you foresee your start-up achieving in the short term, mid-term and long term? What are your cost requirements? How much revenue do you estimate you can generate in a year or five years? While it may be difficult to forecast an accurate budget, a sound estimate will allow the judges to understand how much you know about the industry as well as how realistic your plan is.

7. Intellectual Property Statement: Did you know that every business has some form of Intellectual Property (IP)? IP is more than just about high-tech inventions, IP can be in the form of the company's name to the marketing collaterals and the design of the product itself. The identification of the IP and protecting it can be crucial to the success and sustainability of your business.
8. It is strongly recommended that contestants include a short paragraph highlighting the key forms of IP in their business plan (e.g. Patents, Trade Marks, Registered Designs or Copyright) and the IP issues that the team has or would address.

What is a Business Plan?

It is a document mapping the company's future course-of-action and projections. During the process of growing the company, it is not unusual to constantly revise the business plan and change strategies. Successful entrepreneurs are those who can quickly adapt to unexpected turn of events, and work the situation to their advantage. Well structured business plans should encompass the following aspects:

- Innovation & Value proposition
- Market potential & Market strategies
- Sustainable competitive advantage & IP strategy
- Team/Board-of-advisors make-up and strengths
- Business Model
- Financials & Cash flow
- Expansion Plans

Why have a Business Plan?

Having a business plan does not ensure success of the company. But by having a well-structured business plan, it greatly reduces the risk of failure through thorough considerations of the entire business, and probably pre-catered for contingencies. It also gives investors a visual explanation of the company's possible growth potential and as a tool for entrepreneurs to convince investors why this business will succeed.

How does the judging work?

Our panel of judges includes highly experienced people from the start-up community, including successful entrepreneurs, venture capitalists, business angels, finance/legal professionals and educationists specialized in the study of entrepreneurship.

Judges will evaluate the entries based on the official judging criteria.

Judging Criteria – General and Youth Categories

1. Innovation & Value Proposition

Innovation can be in technology, in how a technology is applied, in how a product/service is marketed, in how revenue will be generated, etc.

- Has the team demonstrated innovation in their product/service idea, business model, etc.?
- If so, what problem are they solving for the customer?
- Is their product a must-have or a nice-to-have?

2. Market Potential & Marketing Strategy

Market potential refers to the revenue potential of the business if the company is successful in executing its plan. This is dependent on the size of the market that the company plays in. However, this criterion should be assessed from the ability of the company to capture market share and thus generate profit from that market. For example, even though the PC microprocessor market is huge, a start-up with limited resources and talent is unlikely to grab any market share. Also, gaining market share without making money is useless.

Do they have a well-thought-out marketing executive plan? What are their positioning and differentiation strategies?

- Marketing strategy is how the company plans to address their target market.
- Differentiation refers to the company's ability to offer something unique that is valuable to the customers. It could be product technology/features, delivery system, marketing approach, etc.
- Positioning refers to market selection plus differentiation.

3. Competitive Advantage & Intellectual Property Strategy

Competitive advantage is what allows the company to compete successfully in the market place. It can be cost (not price) or differentiation; and the sources of competitive advantage can be management, technology, sales & marketing, manufacturing, value chain, innovation, use of technology, process or intellectual assets etc.

The identification of the company's IP assets and protecting them can be crucial to the success and sustainability of the business. Therefore, it is important to safeguard any innovation, knowledge, processes or creative expressions that the business may have from inadvertent disclosure or unauthorized use by competitors in order to retain that competitive advantage. IP protection could include any one or more of the following; patents, trademarks, registered designs, copyright, or trade secrets.

What is the team's IP strategy? Have they checked that their product/ design is novel vis-à-vis their competitors by conducting a prior art search? By searching patent, trade mark or registered design databases, the team will be able to assess how they can leverage on their own IP to stand out from the competition or leverage on other people's IP through partnerships. IP strategy should make use of all relevant IP protection methods, including

patents, trademarks, copyrights and trade secrets.

4. Team Make-Up & Strength

Does the team consist of people who will be able to execute the business plan at least for the first 1 year of the business? (Assumption is that they will be able to hire the right people to carry the business beyond that.) For example:

- If the business calls for heavy technology development in the beginning, a group of talented engineers may be the right team.
- If the business involves substantial marketing and sales effort right from the start, are the people able to come up with marketing and sales forecast plans?
- If the team has a gap in terms of talent and experience, have they recognized that and do they have a plan to recruit suitable candidates to join them?

5. Business Model

Business model refers to the ways that the business will generate revenue and profit. It includes:

- *Revenue model* – pricing plans and strategies ; for example: a one-time licensing fee versus subscription fee, providing free services while generating revenue through advertisement, discounts and instalment plans available, etc.
- *Sources of revenue* – the business model should identify their potential customers such as the local mass market, international market, niche target market etc.
- *Channel strategy* – direct sales, channel partnership, ODM/OEM model, etc.
- *Growth strategy* – the company's plan and strategy to grow from 0 to \$1 million, \$10 million in sales using capital investment, equity-debt financing, profit margin forecast etc.

6. Financial Soundness

Financial soundness refers to the ability of the team to understand the financial nature of the business and to manage its financials in an appropriate way. Is the financial projection realistic?

- Possible heavy capital investment at the beginning
- How much revenue needs to be generated in order to sustain the operations of the company?

7. Investability

This requires the judges to consider the likelihood of the business attracting investors. The judges will have their own criteria regarding whether they will invest their own money (or their fund's money) in the business. Many investors recognize the value of IP as a business asset that can greatly contribute to the success of the company.

8. Quality of Writing & Presentation

This requires the judges to assess the business plan based on its presentation and whether it conveys the business proposition accurately and succinctly.

The following two criteria pertain only to Co-op category:

9. Membership

A Co-operative is a group of people acting together to meet the common needs and aspirations of its members, sharing ownership, making decisions. Does the Co-operative addresses who are their members and how they going to help or benefit them?

10. Social Mission

Co-operative is a business enterprise with strong social mission. What is the social mission or cause for the co-operative? Which community or social problem the Co-operative wants to serve?

What investors look for in a business plan

- Is the business opportunity as presented both highly attractive and clearly realistic?
- Is the business defensible from competitors?
- What is the business model?
- What comparisons are there to past success stories that indicate this venture will succeed?
- What is the amount of up-front capital investment required?
- Do the market and financial projections demonstrate that the team understands its business?
- How long will it take from the current stage of development to bring the product to its market?
- Can this venture achieve a leadership position in its market?
- Has the team gone out to the market already to test its ideas?
- Who will be the first customer(s)?
- Is the team of sufficient breadth, balance and quality to make its ideas happen?
- Will the ego of the founder(s) get in the way of success?
- Is the team focused on its target market?
- What is the expected time and amount of pay-off to investors?
- Is the reader familiar with and interested in the given market space?
- Is the plan clear and well-written?
- Does the team have the necessary communications skills to present a compelling story?
- Are the team members dedicated to the venture and their roles in the group?
- Does the team have a clear plan for spending the investment money it receives?
- Why will this business still be around and a real world winner in 5 years?
- Have you considered protecting your business' Intellectual Property assets?



Confidentiality of Business Plans

Participants should understand that investors rarely sign confidentiality agreements. Nonetheless, teams can be assured that the judges and Start-Up@Singapore organising committee members will strictly uphold the integrity of the competition.

Teams are allowed to describe their business concept without fully disclosing their proprietary assets.

Protection of Intellectual Property

The Start-Up@Singapore Organising Committee have taken all reasonable measures to ensure that all Contestants retain their rights to their Business Plans and any Intellectual Property. The sponsors and judges of the Competition include non-NUS organisations who are interested in fostering entrepreneurship in Singapore. Some of these organisations are in the business of working with and investing in the ideas of entrepreneurs. However, sponsors will not have access to all the plans and shall make no claims to any of the property or rights.

In any case, the protection of these rights is the ultimate responsibility of each Contestant. Contestants are urged to mark as “CONFIDENTIAL” on any portion of their entries, which they deem to be confidential.

One pre-requisite of filing for a patent or registering a design is - novelty. An invention or design is new provided it has not been made known to the public in ANY way anywhere in the world. Otherwise the novelty of the invention/design may be lost.

Please also note that the information supplied by the Contestants via the online registration may be used by the Competition Organisers in publicity or press releases.

What if I do not win?

By taking that first step to participate in Start-Up@Singapore, you are already a winner. Start-Up@Singapore is an annual event, so even if you don't win a prize or get to the Semi-finals, we would encourage you to further refine your idea or work on another idea to take part in next year's competition or even to start up your company if you are ready. Also, Start-Up@Singapore provides the participants with excellent networking opportunities with people from the business class, and quality reviews and suggestions from experts.

The stages of the competition should be considered as a stepping-stone to realistic achievements in the business world. Through this competition and our catered activities, entrepreneurs will be able to further develop your business plans, bringing it one step closer to success.

Start-Up@Singapore 2011

Official Contestant Kit



Do check our website for the latest webcast of our events that you may find useful in your journey as an entrepreneur. We also have an [E-Resource Hub](#), an online entrepreneurship platform with the purpose of helping all the members with articles, videos, training materials and events related to entrepreneurship.

Contact Us

For enquiries pertaining to the competition, kindly email us at competition@startup.org.sg

The following information will give you a general overview of the IP issues to keep in mind for your business.

I. What are Intellectual Property Rights (IPRs)?

Intellectual property rights (IPRs) is a category of rights to protect and promote intellectual creations, science and innovative ideas. Intellectual property (IP) includes patents, trade marks, industrial designs, trade secrets and confidential information. IPRs give monopoly to the IP right holders and create obligations in relation to uses that infringe on these rights.

II. What are the Common Forms of IP?

Patent

A patent is a right given by the Government, to the owner of an invention. An invention can be a product or a process that provides a solution to a technical problem.

A patentable invention must meet three criteria:

- The invention has to be new or novel. This means that the invention must not have been publicly disclosed or existed elsewhere.
- The invention must involve an inventive step. That means that the invention must be something that is not obvious to an expert in the field of the invention.
- The invention must be capable of industrial application. This means the invention has to have some form of practical use. Other people must find it useful and be able to use it to achieve a concrete end result.

Trade Mark

Heard of Nokia, Canon and Adidas? They are examples of trade marks. A trade mark is a sign used by a trader to help him identify or distinguish his goods or services from those of other traders.

® and ™ are common symbols associated with trademarks. ® shows that the mark is a registered trademark. ™ on the other hand, is a symbol used to show that the mark is used by the company as a trade mark. It does not mean that the mark has been registered.

A registered trade mark has to be distinctive so that people can tell the difference between your product and/or service from those of other traders. A trade mark could come in the form of:

- Letters
- Words
- Names
- Symbols
- Signatures
- Numerals

- Shapes
- Colours
- Sounds
- Smells
- Aspects of packaging
- A combination of any of the above

Design

Design refers to the appearance of objects we see everyday. It protects the shape, configuration, pattern or ornament applied to your students' invention by industrial process. A design can be 2-dimensional or 3-dimensional.

Examples of 3-dimensional designs include shape of toys, electronic equipment, furniture and even food items like ice-creams or cookies. An example of 2-dimensional design is the pattern on a piece of fabric or carpet.

A design to be registered must be new. New means that the designs must not have existed anywhere else in the world until you have created them. A design is not new if any person other than the designer has knowledge of the design before it has been registered. It is also not new if the design or any article bearing the design is published or sold in Singapore or anywhere else in the world.

A design must also be capable of industrial reproduction to be registered. This means that at least 50 copies of each object to which the design has been applied, must be made for sale or hire.

Copyright

Copyright is a bundle of rights given to creators of works of expression. Copyright protection is automatic and needs no registration. It exists once the work is created in a material form such as in a recording or in writing.

Copyright is based on originality, meaning that there is independent effort in the creation of a work. Let's assume that 2 artists were to paint a portrait of the same subject (eg. a boat on a river) and both paintings look similar. Both paintings would be considered as individual works (assuming no copying was done from each other) and would be entitled to separate copyright protection.

Copyright helps to protect works such as:

- Literary works: Books, essays, lyrics of songs, newspaper articles, computer programmes, web-sites
- Dramatic works: Scripts, dance choreography
- Musical works: Musical scores
- Artistic works: Paintings, sculptures, drawings, photographs, buildings
- Published Editions: Typographical layout, arrangement of newspaper columns and books
- Sound Recordings: Sound recordings on tape or compact disc
- Films: Motion pictures on videos, VCDs, DVDs and on films
- Television and Radio broadcasts
- Cable Programmes
- Performances

The © symbol indicates that someone has claimed copyright of the work. The symbol will help anyone using the work to know who is claiming copyright and alert him to the claim. If you had not used the © symbol, it does not mean you do not claim copyright or have lost your copyright.

For more information on IP and IPRs, you may refer to www.ipos.gov.sg or www.iperckidz.gov.sg.

About IPOS:

The Intellectual Property Office of Singapore or IPOS is the lead agency that formulates and regulates intellectual property (IP) laws, promotes IP awareness and provides the infrastructure to facilitate the greater development of IP in Singapore. With IP fast becoming a critical resource in today's new economy, IPOS vision is to foster a creative Singapore where ideas and intellectual efforts are valued, developed and exploited. Formerly known as the Registry of Trade Marks and Patents, IPOS was established as a statutory board of the Ministry of Law on 1 April 2001.

Website: www.ipos.gov.sg

Enquiry hotline: 6339 8616

Co-operative

What is a Co-operative?

A co-operative (often referred to as a co-op) is a business entity, which embraces a strong social mission – it puts serving people’s needs first and yet does not suffer in its bottom line.

Co-operative is a well-trusted and proven model of social enterprise, one which is organised to meet the common social and economic needs of its members. Members make equitable contributions to the capital required and accept a fair share of the risks and benefits of the undertaking.

As a democratically-controlled and a member-owned business enterprise, the co-operative provides services and products to its members and the general public through the principle of self and mutual help.

What is the Co-operative difference?



DNA of a co-operative: This diagram depicts the fundamentals of a co-operative, which is a union of two inseparable elements – a social mission and economic goals (i.e. do good and do well).

Do Good

A co-operative is driven by its social mission to serve its community in many ways. Communities that co-operatives reach out to range from cradle to grave: co-operative services include providing quality pre-school education and making sure that it is available to every child; empowering single parents with livelihood skills to be financially independent; helping blue-collar workers stretch their dollar; providing a second career to retirees; promoting active ageing among the elderly or providing loans to the man-in-the-street, who otherwise would have difficulty obtaining a loan at a rate lower than a purely commercially-run financial institution to tie them over a difficult period.

With a social mission at the heart of its operations, the co-operative's priority is to provide social benefits to its members than profit maximisation for its shareholders. As such, surpluses are reinvested in the business to maximise social and economic interests of its members, and not distributed as mere financial rewards. In turn, the good contributed by the co-operatives in Singapore helps strengthen the social and economic fabric of society.

Do Well

Like conventional businesses, a co-operative must also meet the measure of the market in order to survive and support its social mission.

There are more than 80 co-operatives providing diverse services for their members and the community in Singapore. Aligned with their unique social mission, co-operatives actively engage in sustainable business activities, competing in the marketplace with other business entities, in industries such as aged care, childcare, consumer, education and training, financial, food and beverage, housing, insurance, medical, security, transport, travel and welfare services. In this way, the co-operative is completely self-reliant in the market and does not need to depend on donations, subsidies from the government or other financial support channels.

How to form a Co-operative?

To register as a co-operative, the proposed business entity must first fulfil the following:

1. Identify a strong social mission
2. Gather at least 10 like-minded individuals, who share the same social mission
3. Submit a business plan and financial projections (of at least five years), to validate the co-operative's economic and financial viability
4. Draft the By-laws, which details the guidelines of how the co-operative intends to operate

Start-Up@Singapore 2011

Official Contestant Kit



Applicants may approach the Singapore National Co-operative Federation (SNCF), the apex organisation of the Singapore Co-operative Movement, to seek assistance and advice regarding setting up a co-operative.

For more information, visit www.sncf.org.sg

You can also contact Mike Chian for further information at mikechian@sncf.org.sg or (65)6602 0752.