



# Preliminary Judging Round

Judge User Manual  
2006/2007

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Website: [www.startup.org.sg](http://www.startup.org.sg)

Jointly Organised by:



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## **Welcome Note**

Dear Sir/Mdm,

Firstly, thank you for your support in accepting our invitation as a competition judge.

We have a brand new Online Judging System, and this manual was designed to help you better understand the entire judging process, and make it a pleasant journey for you.

For the competition participants, the closing date for executive summary submissions is **9<sup>th</sup> February 2007**.

Each executive summary will be read by at least 3 judges, to ensure fair judging and reduce deviation across all the judges. Approximately 30 best plans from among all the entries will be shortlisted and put through to the next round.

Your contribution in this round of the competition is crucial to the entire competition, and very much appreciated.

For suggestions and enquires, feel free to contact:

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## **Preliminary Judging Round Timeline**

Judges will be given **two weeks** to login to the Online Judging System and score the Executive Summaries.

Opening: **13<sup>th</sup> February 2007 (Tuesday)**

Closing: **27<sup>th</sup> February 2007 (Tuesday)**

## **Software Requirements**

The web based judging site requires minimum Microsoft Internet Explorer Version 6.0 or other compatible web browsers. Please download Windows Service Pack 2 from Microsoft website: <http://www.microsoft.com/windows/ie/default.msp> to install the latest Microsoft Internet Explorer.

The executive summaries are all in PDF format, which requires a compatible Adobe Reader to view. Please download the software from (27.4MB):

<http://www.adobe.com/products/acrobat/readstep2.html>

**Step 1: Registration and Confirmation, by 5th February 2007**

**Judge Registration**

Please visit this link to officially register as a competition judge by **5th February 2007**:  
[http://startup.myth200.com/judges\\_register.php](http://startup.myth200.com/judges_register.php)

Kindly fill in the required fields. Your particulars will be strictly for competition usage only, and will not be circulated without your prior consent. It will subsequently be archived for future Start-Up@Singapore competition usage.






### Judge's Registration

Please note that all the fields are **compulsory**.


#### Login Details

Username:   
Password:   
Re-enter Password:   
Email:

#### Personal Details

Salutation:    
Full Name:   
NRIC / Passport No.:  *(NRIC is for local resident only)*  
Date of Birth:        
Address:   
Office No.:   
*(Kindly include country calling-code for non-Singapore numbers)*  
HP No.:   
*(Kindly include country calling-code for non-Singapore numbers)*  
Country Residing:  

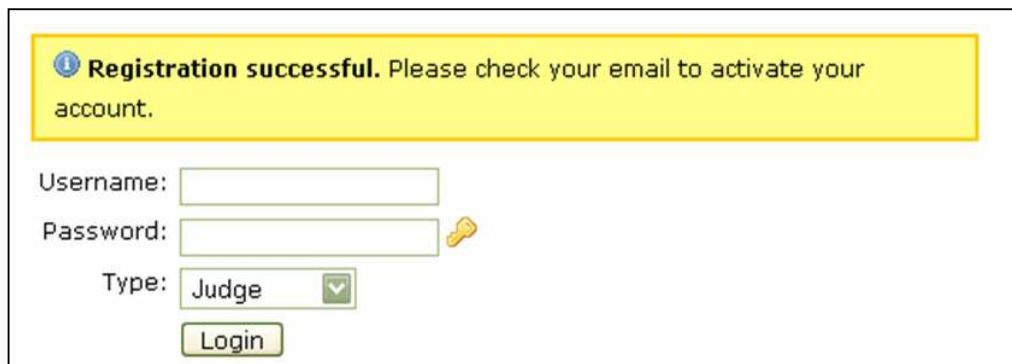
#### Company/Organisation Details

Company/Organisation:   
Designation:   
Industry:  

## Confirmation of Registration


Upon registration, an activation email will be sent to your email address. Please click on the link given to activate your account.

Note: If you have any problems, for example, you registered but did not receive the activation email, please contact us.



**Registration successful.** Please check your email to activate your account.

Username:

Password:  

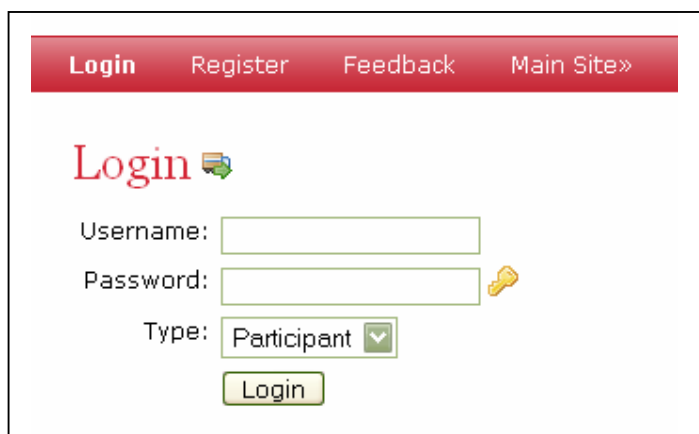
Type: Judge

You will now be able to access your account using your Username and Password. Please select “Judge” as the type.

## Judge Login

The direct link to the login page is:


<http://www.startup.myth200.com/index.php>



[Login](#) [Register](#) [Feedback](#) [Main Site»](#)

## Login

Username:

Password:  

Type: Participant

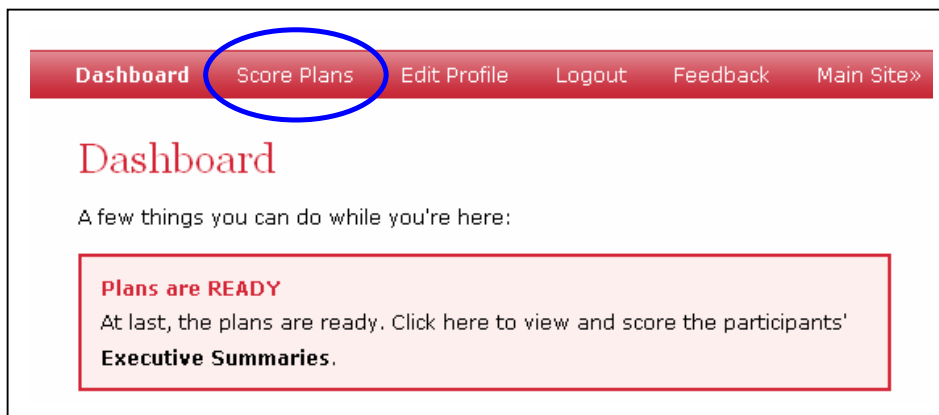
**Step 2: Judging Process, 13th - 27th February 2007**

**Viewing and Scoring the Executive Summaries**

On **13th February 2007**, all the plans will be uploaded into our system, and disseminated at random to all judges. A reminder will be sent out to your registered email address when the competition plans are ready for scoring.

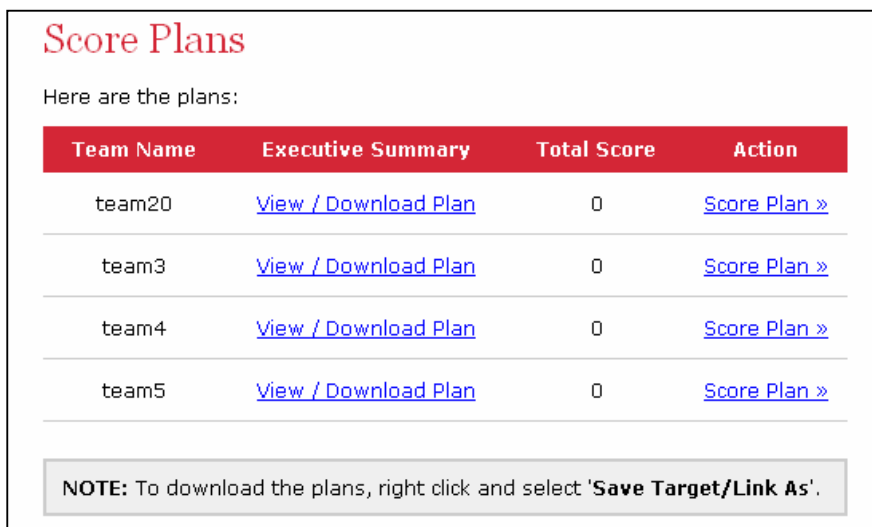
You are required to login (as above) to access and judge the plans allocated to you.

Once logged in, click on “Score Plans” to view and score the Executive Summaries that have been allocated to you.



The screenshot shows a user dashboard with a red navigation bar containing links for Dashboard, Score Plans, Edit Profile, Logout, Feedback, and Main Site. The 'Score Plans' link is circled in blue. Below the navigation bar, the page title is 'Dashboard' and the text reads 'A few things you can do while you're here:'. A red-bordered box contains the message: 'Plans are READY. At last, the plans are ready. Click here to view and score the participants' Executive Summaries.'

You may view the Executive Summaries by clicking on “[View / Download Plans](#)”. To download the plans and access them in your own time and space, right click on “[View / Download Plans](#)”, and select “Save Link As”. Each plan is in PDF format.



The screenshot shows the 'Score Plans' page with the heading 'Score Plans' and the text 'Here are the plans:'. Below this is a table with four columns: Team Name, Executive Summary, Total Score, and Action. The table lists four teams: team20, team3, team4, and team5, each with a score of 0 and a 'Score Plan »' link. A note at the bottom states: 'NOTE: To download the plans, right click and select 'Save Target/Link As'.'

Team Name	Executive Summary	Total Score	Action
team20	<a href="#">View / Download Plan</a>	0	<a href="#">Score Plan »</a>
team3	<a href="#">View / Download Plan</a>	0	<a href="#">Score Plan »</a>
team4	<a href="#">View / Download Plan</a>	0	<a href="#">Score Plan »</a>
team5	<a href="#">View / Download Plan</a>	0	<a href="#">Score Plan »</a>



### **Judging of Executive Summaries**

The plans will be scored based on the the following outlines, awarding a **maximum of 5 points** for each of the following:

1. Innovation & value proposition
2. Market potential & marketing strategy
3. Competitive advantage & intellectual property strategy
4. Team make-up & strength
5. Business model
6. Financial soundness
7. Investability
8. Quality of Writing & Presentation

Kindly refer to the “Judging Criteria” (pages 8-9) for a full description of these outlines.

### **Input of Scores**

Note: Refer to next page for screen shot.

Please click on “ [Score Plan »](#)” to input the scores.

The scoring is based on the criteria (refer to pages 8-9).

Comments are optional. However, your feedback will be forwarded to the teams, further helping them to improve on the various elements of their Business Plans.

Click “Save” to save the scores input. The scores can be modified at anytime before **27th February 2007**.

## Score Plans

Team Name: **team20**

Team Focus: *Education and Training*

Executive Summary: [View / Download here](#)

**NOTE:** To download the plan, right click on the link and select 'Save Target/Link As'.

Criteria	lowest »	1	2	3	4	5	« highest	Comments
Innovation & Value Proposition		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Market Potential & Marketing Strategy		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Competitive Advantage & Intellectual Property Strategy		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Team Make-up & Strength		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

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Overall Comment of the Executive Summary:

[« Back to previous menu](#)

## **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 with the ability of the company to capture market share and generate profit out of the market share in mind. 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. What are their positioning and differentiation? 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 = market selection plus differentiation. Marketing strategy is how the company plans to address their target market. Do they have a well-thought-out marketing executive plan?

### **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, trade marks, 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.) If the business calls for heavy technology development in the beginning, a bunch of talented engineers may be the right team. If the business involves substantial marketing and sales effort right from the start, are the right people in the team? 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* – how the company charges their customers; for example one time licensing fee versus subscription fee, giving away services free of charge while generating revenue through advertisement, giving away the printer while making money on ink, etc.
- *Sources of revenue* – who the customers are, who makes purchase decisions, who pays for the products/services, 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

#### 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 (some businesses require heavy capital investment at the beginning, while others can be financed by cash generated through operations relatively early in the life of the business). Is the financial projection realistic?

#### 7. Investability

This requires the judges to put on their thinking hat as 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 is self-explanatory



### **Confidentiality Clause**

For judging security reasons, this entire manual and the above links are not made available to the public, thus it is appreciated that it is not circulated without our committee's prior consent.

It is a mutual understanding between our committee, the participants and the judges that a "Non Disclosure Agreement" will not be signed.

To uphold the integrity of the competition, our committee treats every plan received with the strictest of confidentiality protection. Un-consented circulation of any of the plans will result in legal implications between the involved parties.

For further clarifications about these above mentioned "Terms and Agreement", kindly contact:

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### **Judging Committee Contact Info**

For any queries, feel free to contact us:

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