

2017 Japan Business Model Competition in Niigata (JBMC-NIIGATA)
Application procedures

This business model competition is a qualifying round in Niigata. University students and officers are eligible to apply the Niigata round, Two teams will be qualified for Japan Business Model Competition (JBMC) held in Tokyo. In addition, Winners in JBMC are given the right to participate the International Business Model Competition (IBMC).

【Date&Time】 December 3(Sun), 2017 from 1p.m

【Venue】 B331 Classroom, Faculty of Economics, Ikarashi Campus at Niigata University (8050, Ikarashi 2-nocho, Nishi-ku Niigata city, Niigata prefecture)

【Eligibility】 Students(Including graduate students who are currently working for a company/institution/organization) applicants must be living or working in Niigata Prefecture.

★Officers are not able to present and participate the Q&A session in IBMC.

★You can present either English or Japanese in Niigata and Japan round but you can present only in English in IBMC.

【Application】 Please submit the application form, including Business Model Canvas ,with an executive summary of the business model (Maximum: 4 pages, Page size: A4).

★Business model canvas is a tool that can degrade the business structure into nine elements and can capture the business model visually.
(1.Customer Segments 2.Value Propositions 3.Channels 4.Customer Relationships 5.Revenue Streams 6.Key Resources 7.Key Activities 8.Key Partners 9.Cost Structure)

★Reference book: 『Business Model Generation』 Alexander Osterwalder, Yves Pigneur, translation Ryusuke Koyama (Shoeisha 2012)

<http://www.hivelocity.co.jp/blog/9820>

【Submission Deadline】 November 5(Sun), 2017

【Examination method】

(1) First round: document review

- If the number of applicants are more than eight, we will conduct a document review and select eight teams.
- We will notify team representatives about the results by email.
- We do not disclose any information other than results (such as reasons of the decision).

(2) Second round: presentation on December 3 (Sun), 2017

- Maximum number of presenters are three from one team.
- Presentation and the question-and-answer session of the business model will be held.

【Award】 Hokuetsu Bank,Ltd. Award…Prize 100,000 yen、JBMC Final official recommendation

ICLOVE Award…Prize 100,000 yen、JBMC Final official recommendation

【Presenter Benefits】 Subsidy for preparation to present … 10,000 yen per team

【Send a submission/Inquires】

JBMC Niigata round secretariat (Minamiuonuma City Commerce, Industry, and Tourism



Division)

180-1 Muika-machi Minamiuonuma city, Niigata prefecture. Zip: 949-6696

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【Sponsorship】 Hokuetsu Bank, Ltd、ICLOVE (Minamiuonuma city area Industry Support Council)

【Cosponsorship】 Niigata University、International University of Japan

● **Schedule for the world tournament**

December 3, 2017 Japan Business Model Competition in Niigata (Niigata University)

February 2018 Japan Business Model Competition (Tokyo)

Spring of 2018 International Business Model Competition (USA)

○The feature of this competition

This competition focused on planning and hypothesis testing of business model. That is, we emphasize how much you are willing to launch a new business and become an entrepreneur. In order to show your willingness, you need to conduct detailed hypothesis testing including clarify the hypothesis of your model and test the hypothesis conducting survey, meeting key persons such as clients, business partners etc.

○May I apply to other business model / plan competition at the same time ?

Yes, you can. Rather, it is encouraged.

○May I apply to the business model competition using the same plan which was awarded in other contests ?

It does not matter whether you already applied or won the context. However, please make sure that this is “business” model competition. JBMC emphasize not on whether the business idea is good nor the business plan is neatly evaluated but the business model is fairly validated/verified by conducting hypothesis testing.

○About the disclosure of the business model submitted

Submitted application documents will not be disclosed. They are evaluated only by reviewers. However, presentation at the Niigata round will be open to public.

Intellectual property rights and legal protection to trade secrets will be the responsibility of the applicant.

In addition, outline of your business model and your photo might be posted on newspapers, the web site of ICLOVE, Hokuetsu Bank.Ltd, and Minamiuonuma city office and broadcasted by TVs,

○May I present in English ?

Yes, you can. Either in English or Japanese is acceptable. However, International Business Model Competition (IBMC) invites English applications only.

○Can corporate officers join?

Yes, you can. However, you cannot participate IBMC.

○About the first round

The judgment of the first round is based on the review of the document. We strongly recommend to attach the Business Model Canvas. Business Model Canvas includes nine segments (Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partners, Cost Structure).

★Reference book: 『Business Model Generation』 Alexander Osterwalder, Yves Pigneur, translation Ryusuke Koyama (Shoeisha 2012)<http://www.hivelocity.co.jp/blog/9820>

○The result notification of judgment of the first round.

We will notify team representatives the result by email by middle of November.

○About the second round

Judgment of the second round will be based on the presentation. 10 minutes will be given for the presentations and another 10 minutes for Q&A.

Please be sure to bring your files needed for presentation (PowerPoint, excel,



word, movies etc.) in a CD-R or USB memory.

○About participation fee

It is free of charge. Please pay costs associated with the preparation to the competition and transportation expenses to the venue by yourselves.

○About the usage of prize/presentation preparation subsidy

Usage of prize money and presentation preparation subsidy is up to you. You do not need to prepare receipts etc. We will transfer prize money and presentation preparation subsidies to the representative's account after the Niigata round.