

**POLITEKNIK MALAYSIA**  
KUALA TERENGGANU

**MPEC**  
Malaysia Politeknics Entrepreneurship Centre

**SOARING UPWARDS**  
MALAYSIA POLITEKNIK ASSOCIATION

SEARCH  
IDEA  
PLANING

**BUSINESS IDEA CHALLENGE**

Learn how to become a Successful Entrepreneur!

Visit our website for further information:  
[www.psis.edu.my](http://www.psis.edu.my)

**26 - 27 SEPTEMBER 2017**  
DEWAN SERBAGUNA PSIS

PERINGKAT ZON TENGAH

Business Model Canvas

FOR POSITIVE STRONG ORGANISATIONS TO GROW TO EXCELLENCE ON THE MARKET

PSIS FESTIVALS & ORGANISATIONS

PSIS

## 1. Introduction

**Malaysia Polytechnic Entrepreneurship Centre** advocates an entrepreneurial culture among students as an initiative to make entrepreneur a career alternative to students. The Business Idea Challenge reflects the polytechnic's commitment towards the development of creative, innovative and entrepreneurial graduates of the future.

## 2. Objectives and Scope of the Competition

The objectives of this competition are to:

1. To create a culture of entrepreneurship among PSIS students.
2. To provide exposure and knowledge on entrepreneurship to PSIS students.
3. To encourage PSIS students to prepare and presenting their Business Idea

## 3. Competition Categories

This competition is based on Business Idea and can be either product or service and is opened to all students of PSIS. A Business idea proposal must be present using Business Model Canvas (BMC).

Categories:

- Food and Beverages
- Services
- Information Technology
- Agro
- Tourism
- Civil Engineering
- Electrical Engineering
- Mechanical Engineering
- Finance and Banking
- Green Technology

To be eligible to participate, students must:

- i. Demonstrate the commercial viability of the idea using BMC
- ii. Students Show a prototype or product or service ( 27 September 2017, presentation)

Any entry requires high quality work to be submitted. Prospective participants are encouraged to discuss the content and presentation of their plan or idea with their respective lecturers / facilitators at their respective polytechnics.

#### **4. Guidelines for Entering the Competition**

Guidelines for entering the Competition are as follows:

- i. Participants must be in a group of up to a maximum of four (4) members.
- ii. Participants must be currently an active student of Polytechnics.
- iii. Participants must register their groups by submitting the Registration Form and submit by 21 September 2017 (Thursdays).

#### **5. Submission Guidelines**

Submission Guidelines are as follows:

- i. All submissions must be typed-written in English or Malay
- ii. Font type must be Arial, size 11
- iii. 1.5 lines spacing
- iv. Picture, graphical diagram can be attached together with the documents
- v. Business Model Canvas documents shall be submitted to organizer by 27 September 2017 in three copies.
- vi. Business Idea will be presented to the jury on 27 September 2017 (Wednesday). Each group will be given 10 minutes to make a presentation and Q&A (5 minutes) session.

## BUSINESS IDEA CHALLENGE FORMAT / GUIDELINES

BUSINESS IDEA CHALLENGE			
	CRITERIA	MARKS	SCORES
<b>1</b>	<b>BUSINESS MODEL CANVAS (BMC+REPORT)</b>		
	Customer Segments	5	
	Value Proposition	5	
	Channels	5	
	Customer Relationships	5	
	Revenue Streams	5	
	Key Resources	5	
	Key Activities	5	
	Key Partners	5	
	Cost Structure	5	
	Creativity	5	
	<b>Total</b>	<b>50</b>	
<b>2</b>	<b>PRODUCT/SERVICE/PROTOYPE</b>		
	Product/Service/Prototype Description	10	
	Innovation	5	
	<b>Total</b>	<b>15</b>	
<b>3</b>	<b>PRESENTATION</b>		
	Presentation of Bisnes Idea	25	
	<b>Total</b>	<b>25</b>	
	<b>TOTAL MARKS</b>	<b>90</b>	



## **Business IDEA Challenge 2017**

### **REGISTRATION FORM**

**POLYTECNIC:**

NAME	REG NO	TEL
1.		
2.		
3.		
4.		

Name (Contact Person): \_\_\_\_\_

Telephone (HP): \_\_\_\_\_

Group Name (if applicable): \_\_\_\_\_

Title of Project: \_\_\_\_\_

Department: \_\_\_\_\_

Programme: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Lecturer/Mentor: \_\_\_\_\_

**\*Please submit/ email the registration form to the Secretariat (Unit Keusahawanan) or at [keusahawanansps@gmail.com](mailto:keusahawanansps@gmail.com) before 21 September 2017.**