

Country Organiser

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# Alibaba GET Global Challenge

## Digital Solutions During and Beyond COVID-19

A Digital Youth Program powered by Stellavingze

*Competition Guides*



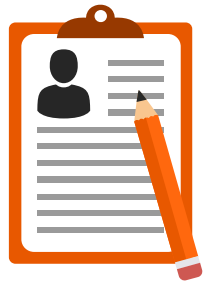
Alibaba GET Global Challenge is an international youth digital solution competition with more than 10 countries taking part in the event.

The objective is to encourage young entrepreneurs to exhibit their creativeness and talents in developing unique digital solutions for businesses, individuals and institutions affected by the pandemic outbreak.

We believe this event will inspire more young entrepreneurs to involve and create influential impact for entire communities in Malaysia and even globally.

Brought to you by

**Alibaba Group & Appointed Alibaba GET Channel Partner - ITS Management Sdn Bhd**



**Alibaba  
GET Global  
Challenge is a  
competition for **young,  
budding entrepreneurs**  
who meet the following  
criteria:**

- 1 Aged 18 - 30
- 2 Team registration consist of 3 - 5 members, at least one member should communicate English fluently.
- 3 Either new business idea or ongoing business that is less than 1 year old.
- 4 Does not receive any institutional funding more than USD100,000 in current project.

# THE CHALLENGE

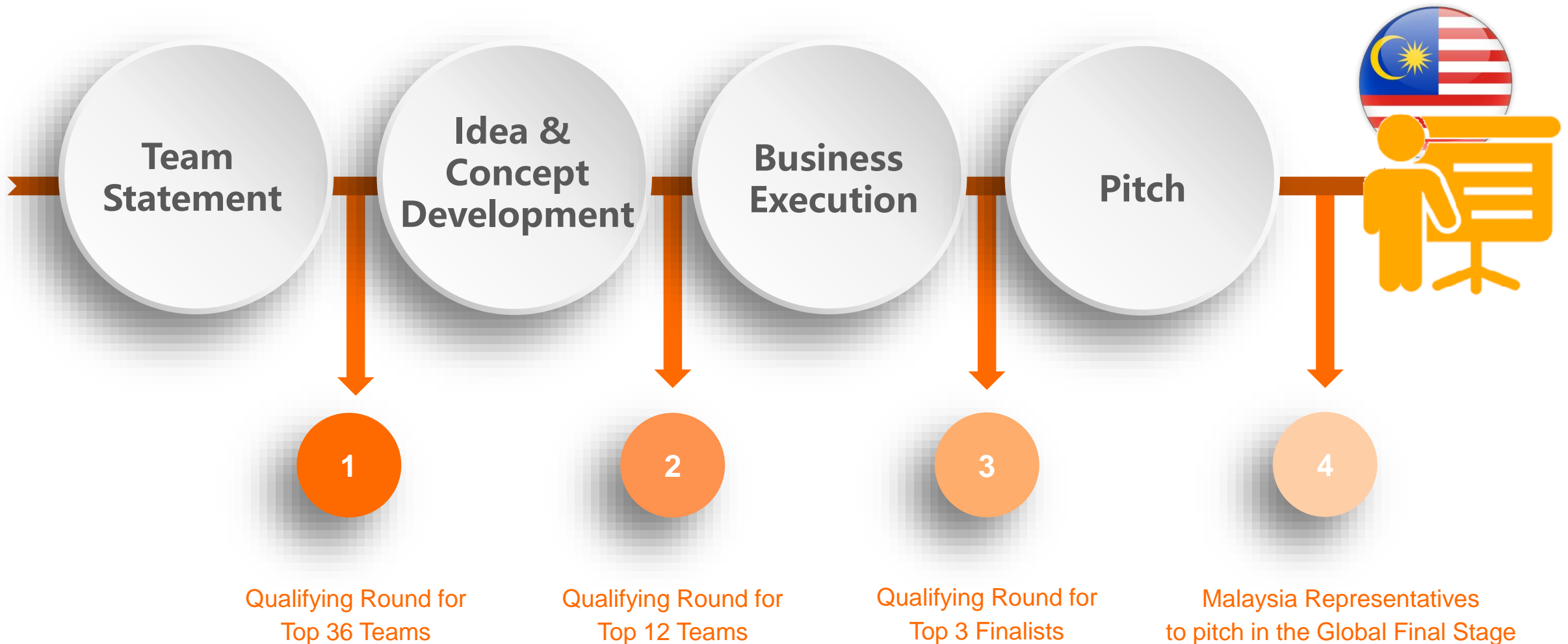
Alibaba GET Global Challenge is to develop digital solutions for businesses, individuals, and institutions impacted by the pandemic.

## COMPETITION JOURNEY – QUALIFYING ROUNDS



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## KEY DATES FOR THE CHALLENGE



Note: Timeline serves as an indicator of the competition flow process and subject to changes if deemed necessary from Alibaba HQ, China.

### **3 shortlisted finalists will**

- Represent Malaysia to compete against other overseas teams in global stage
- Receive GET Global Challenge Finalists Certificate
- Enrol into Alibaba GET Network Talent Bank
- Receive Incentive RM 1000 per team
- Cyber Security Essential Training (Non Certification)



Other benefit: The 1st winning team will be entitled for Digital Marketing Professional Certification Training.

## AWARDS - GLOBAL STAGE



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- 1<sup>st</sup> Prize will be awarded to 1 team
- 2<sup>nd</sup> prize will be awarded to 2 teams
- 3<sup>rd</sup> prize will be awarded to 3 teams

RMB

**100,000** ~14,000 USD

+ A fully sponsored  
digital economy dream trip to Alibaba

RMB

**50,000** ~7,000 USD



RMB

**10,000** ~1,400 USD



The institution that cultivates the largest quantity and highest quality of participants will be awarded with a special recognition of



GET Global Challenge  
Leading Institution of  
Digital Economy Education

As well as a prize of **one-year-long, free-of-charge\*** access to GET Network Membership services including but not limited to

- ★ Latest GET academic content
- ★ Industry-endorsed student talent certification
- ★ Cross-border e-commerce simulation platform accounts
- ★ Online/offline training and certification of GET trainers
- ★ Academic symposiums and research opportunities.

*\*Applicable for both current and potential future GET Network member institutions.*

## JUDGING CRITERIA



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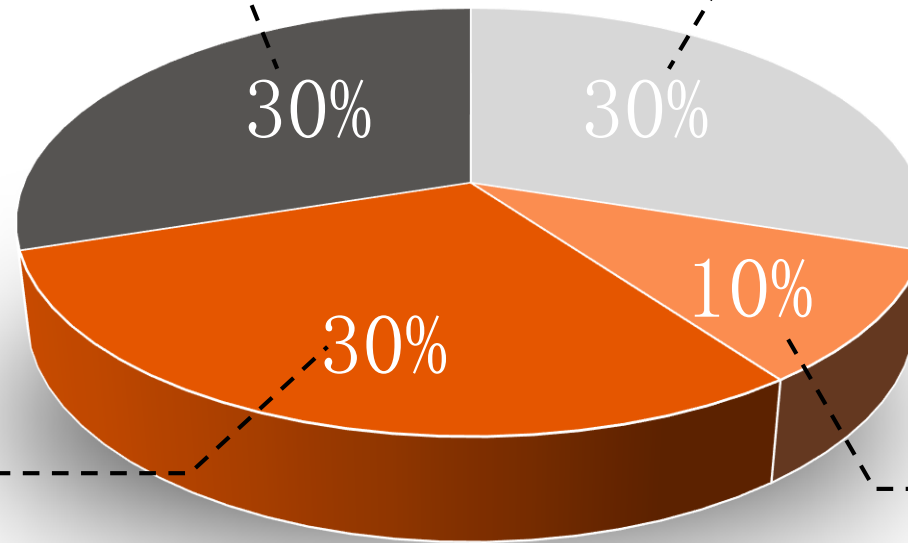


### Idea & Social Impact 30%

- Understanding of the Consumers and Their Pain Points
- Innovative Idea to Solve the Problem(s)
- Feasibility of the Concept and Business Model
- Sustainable and Consistent Social Impact

### Business Execution 30%

- Business Performance
- Team



### Future Planning 30%

- Mission & Vision
- Scalability
- Sustainability
- Required Resources And Actions Plan

### Clear, Persuasive Communication 10%

## COMPETITION RULES & FORMAT



- This competition is open to general public & students from higher institutions aged 18 – 30.
- Invited institutions are encouraged to send any number of teams to participate.
- Each team should comprise of three (3) to five (5) participants.
- Registration is free and form can be downloaded together with team statement outline through <https://www.its1998.com/getchallenge>. Registration starts on 20 April 2020. During the registration process, participating institutes / individual groups are required to submit their registration form and team statement latest by 5 May 2020.

### 1<sup>st</sup> Qualifying Round (Preliminary screening)

- Maximum of 36 teams will be shortlisted by Alibaba Group and announcement will be made on 8 May 2020.
- These 36 teams are qualified to enter the next round competition and will be requested to join a broad-spectrum platform from Alibaba.
- Within the given timeframe, participants are required to develop their idea & concept and submit their assignment via softcopy & video recording ( $\leq 10$  minutes) on 5 June 2020.

### 2<sup>nd</sup> Qualifying Round (Semi-Final)

- Announcement for Top shortlisted 12 teams will be made on 10 June 2020.
- Each team is required to start-up their business and evaluate business performance within the given timeframe. Online trainings will be provided.

### 3<sup>rd</sup> Qualifying Round (Final)

- On 10 August 2020, these teams are required to submit their Business Execution assignment.
- Each team will pitch their business proposal on 15 August 2020.
- Top 3 finalists will be representing Malaysia to perform their pitch in global stage.

### 4<sup>th</sup> Global Final Round

- All 3 finalists will receive private team coaching from Alibaba GET within 17 – 24 August 2020.
- Each team will pitch their business proposal on 25 August 2020.

- Any additional costs incurred across the competition shall be borne by participating institutes / individual group.
- Teams or team members who fail to comply across the competition guides will be disqualified.
- If there are any given doubts about any part of the competition guides, participants are encouraged to consult organising committee.
- All decision made by the Organising Committee is FINAL and there shall be no further appeal.

## ROUND 1 - FORMAT OF TEAM STATEMENT



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What problem(s) are you trying to solve?

Why you and why now?

Who is in your team and what are their roles?

- **Not more than 10 slides (exclude First Slide)**
- **Name the file with PPT format:**  
**TS\_InstituteName\_TeamName OR TS\_Individual Group\_TeamName**



## ROUND 2 - FORMAT OF IDEA & CONCEPT ASSIGNMENT



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Explain your concept by addressing:

- Understanding of the industry during epidemic
- Consumer persona and their pain points
- Solution idea(s) and its prototype
- Business model

*Note: Detailed information will be provided before the commencement of next round competition.*

## ROUND 3 - FORMAT OF BUSINESS EXECUTION ASSIGNMENT



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Business proposal, emphasizing on business results and future planning:

- Business Performance (Revenue As to-Date, # of Users, ...)
- Sales & Marketing Strategies and Relevant Data (Exchange Rates, ROI of Channels, ...)
- The Team
- Sustainability
- Scalability
- Required Resources and Actions Plan

*Note: Detailed information will be provided before the commencement of next round competition.*

## NOTICE OF FILMING & PHOTOGRAPHY



Throughout this competition, organising team possesses full rights to use the images and video clips obtained from photography / video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieve Alibaba and ITS's aims. This includes but not limited to the rights to use them in printed ad online publicity, social media, press releases and funding applications.

## DISCLAIMERS



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ITS, at any time, reserves the rights to change, amend, add and/or delete any relevant clause from the Terms and conditions, other rules and regulations including the mechanism of the Contest at its absolute discretion.

Each participant of respective teams, once registered for the competition, agrees that ITS Management Sdn. Bhd., its employees, management team, agents, affiliates, representatives (“Content Sponsors”) shall not be liable or responsible for losses, rights, damages, injuries, claims or actions of any kind in connection with the contest, or resulting from acceptance, possession, use/misuse of prizes, or participation in the contest, including without limitation upon personal injury, death, property damage and claims based on publicity rights, defamation or invasion of privacy.

In addition, each participant of respective teams further agrees that the content sponsors will not be responsible or liable for any entered data that are late (including delayed data transmissions), tampered with, garbled, incompleted, misdirected, lost, corrupted, mutilated, delayed, duplicated or otherwise not in compliance with these Competition Rules and Formats.

Country Organiser

Official Strategic Partner

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For more information, please contact:

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