China Business Challenge 2018

MICHIGAN CHINA FORUM

TusStar 启迪之星

CHINA ENTREPRENEUR NETWORK

UNIVERSITY OF MICHIGAN
What is China Business Challenge (CBC)?

The 2018 China Business Challenge (CBC), a collaboration with Tusstar, Michigan China Forum and Upround VC, is an entrepreneurial pitch competition hosted annually by the China Entrepreneur Network at the University of Michigan. Participants propose innovative business solutions to a panel of prestigious investors, competing for a cash prize of $10,000 and one year of Tusstar office space in Ann Arbor.

**CBC BENEFITS**

- Finalists will have their business plans and pitch presentations delivered to CBC sponsors, partners and investors, with the potential to close deals for future launch and development.
- Finalists will have the opportunity to attend a private Entrepreneurial Mixer before the final pitch competition and network with venture capitalists, successful startup teams, and professionals from the Center for Entrepreneurship.
- Finalists will have the opportunity to participate in an optional mentorship program with industry and academia professionals who will provide feedback on their proposal.
- Finalists will be invited to attend a private pitch workshop with a Ross Business Communications professor prior to the final round to refine their presentations.

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DISCOVER

Asia
$10,000 Cash Prize
CBC RULES

- Open to all college students and startups
- Teams of 2-6
- Each team is required to submit a 2-page pitch proposal with evidence of prototype; the business model must demonstrate the viability, efficiency, innovation, and financial sustainability of the venture

CBC MISSION

The vision of CBC is to connect ambitious entrepreneurs with international capital and resources, and help them implement and execute impact-driven projects on a global scale, providing a platform for startups to showcase their talents and innovations. With plentiful resources provided by Tusstar (https://www.tusstar-en.com/), winners will have access to resources necessary to develop a successful company global wise. We are serving as a liaison between entrepreneurial communities in the US and China by challenging the traditional pitch competition. Our belief is that a better future begins with long-term, sustainable business models that can serve a globalizing populace.
Free Office Space

TusStar Ann Arbor is a startup incubator and venture firm with a smart mobility focus. The Ann Arbor location marks the first U.S. extension of the larger TusStar organization, which has hundreds of successful incubators functioning throughout the world today. TusStar Ann Arbor is on a mission to close the gap between Chinese and U.S. innovation by supporting and cultivating talents, while working alongside entrepreneurs to ensure the greatest probability of success.
CBC TIMELINE

11:59 am, Friday Feb 16th Application Open

8:00 - 9:00 pm, Thursday Feb 22nd CBC Info Session
R0420, Stephen M. Ross School of Business (701 Tappan Ave, Ann Arbor, MI 48109)

11:59 pm, Friday March 2nd First Round Proposals due

Please fill out the application and attach your pitch deck here. Alternatively, go to the following link: https://goo.gl/forms/Jh0nzUA2rWbuiDDv1

Each team will submit a 2-page business model (excluding appendices) to address key questions about their business with evidence of prototype included in the appendix:

- Value Proposition: How does the business define and address specific business opportunities and current inefficiencies in the society? How does your venture seize untapped market opportunities/steal shares from incumbents?
- Industry and Market Analysis: Who are the target customers and what is your competitive advantage over your competitors? What are the market needs and trends? Potential for future growth?
Global Connection
• Operations Model: What are the business’ key activities?
• Finance: What is the revenue stream and cost structure? Financial forecasts?
• Strategy and Implementation: What is your strategy for marketing, sales, location and facilities, technology, equipment and tools, etc.?
• Company and Management: Who is your leadership team and how do you plan to structure your organization?
• Appendices: Attach evidence of prototype and other relevant data

Finalists will be determined by a panel of selected judges, including prestigious investors, serial entrepreneurs, and Tusstar executives. Finalists will be notified of their status within a week of the application deadline.

4:30 PM - 6:30 PM, Saturday March 24th Final Round Pitch

Blau Colloquium, Jeff T. Blau Hall (700 E University Ave, Ann Arbor MI 48104)

Stephen M. Ross School of Business at the University of Michigan
CBC Info Session
Feb 22, 8-9pm
Ross 0420

We are proud to host Frank Ni, Chief Operations Officer at Tusstar, who shall provide his insights on the competition and how Tusstar is uniquely positioned to help start-ups succeed. Jonah Erlich, Co-Founder of Uround VC, will also join the discussion and provide advice for students from an investor’s perspective.