



4th Yunus Prize

2019 Social Innovation and Entrepreneurship Competition



國立中央大學
尤努斯社會企業中心
Yunus Social Business Centre, National Central University

● Introduction

To promote Nobel Peace Prize Laureate Prof. Muhammad Yunus' vision of social business, the Yunus Social Business Centre at National Central University (YSBC@NCU) has been hosting "Yunus Prize: Social Innovation and Entrepreneurship Competition" in Taiwan since 2016.

The 2019 competition will be its fourth edition and will have several major changes to strengthen Taiwan's connection with international social business communities. The most important change is that the competition will be conducted in English. YES! All parts of the competition, including reports, presentations and training activities, will be conducted in English. Besides, we cooperate with "makesense", an international organization with headquarter in France, engaging social entrepreneurs in Taiwan to build local solutions with global partners for the Sustainable Development Goals.

● How to Enter the Competition

1st Round Challenge: "Describe a Social Problem in Taiwan"

- Yunus Prize is a team-based competition. Each team should be composed of 3 to 5 full-time university students under age of 35. Each person could only attend one team. International students are welcomed.
- Please prepare a PowerPoint presentation describing a "social problem" you want to solve in Taiwan. There is no format or page limitation for the slides. (Attention: You can't withdraw your PowerPoint presentation file once it is uploaded.)
- Please go to the following link to complete the application form and upload the presentation file: <https://forms.gle/TQMwnZpDS2sxepoL7>

● Important Dates

- Orientation workshop

Date	Time	Place	Topic	Speaker
July 30 th	12:00-15:00	Taichung Social Innovation Unit (7F, Thought Kitchen)	Go global with social innovation	Jessie Chang (Founder & CEO, Awakening Heart Base Corporation/ PI, Taichung Social Innovation Unit)

August 13 th	18:00- 21:00	Youth Affairs Bureau, Taoyuan City Government (2F, PBL classroom)	Social Entrepreneur's Night: Kaviiland	I-Hung Hung (Founder, Kaviiland)
August 16 th	10:00- 13:00	Taipei Social Innovation Lab (1F, A2 classroom)	What pain? So what? Now what? Social Impact Pitching	David A. Hall (CEO, United Sates Business Consultancy Taiwan)

- September 8th **23:59** (GMT+8): Application Deadline.
- September 12th: Top 40 Teams Announcement (Rookies).
- September 21st: Pitch contest and Top 20 Teams Announcement (Explorers).
- October 5th to 6th: Social Impact Maker Camp.
- October 19th: Social Business Colosseum (Top 10 Teams-Gladiators).
- November 2019 to August 2020: Incubation- Social Entrepreneur Lab of makesense Taiwan.

● **Competition Rounds**

All contests and training activities will be conducted in English. Participant will be issued with the correspondent certificate of merit in accordance with the round they enter. In this competition, there are three Rounds-Rookies, Explorer and Gladiator. By entering each round, you will have the qualification to attend the following Contests-Pitch contest, Social Business Colosseum and get the membership of Social Entrepreneur Lab of makesense Taiwan.

- **Round 1: Rookie**
 - ◆ Application Deadline: September 8th 23:59 (GMT+8).
 - ◆ Application form & Presentation File Review: Judges will review all the application forms & presentation files. Only Top 40 teams are eligible to attend Pitch Contest. The list of the Top 40 team will be announced on September 12th (before 18:00).
- **Round 2: Explorer**
 - ◆ Pitch Contest (Semi-final)
 - The pitch contest will be held on September 21st.
 - This is a team-based contest. Each team has only 5-minute long presentation time. Presentation needs to be conducted in English.
 - Judges will elect at most 20 teams to get the qualification of Explorer-Free training program of “Social Impact Maker Camp”.
 - ◆ Social Impact Maker Camp

- The camp will be held on October 5th-6th.
- We invite professional instructors with industry background to teach the contestants the framework of design thinking. By reframing the social problem, contestants could get clearer view and iterate the prototype to a practical business model. Besides, contestants will be also trained on the presentation skills, ranging from the contents of slides to the oral presentation format - Pecha Kucha. All the courses are conducted in English.

■ **Round 3: Gladiator**

- ◆ Social Business Colosseum (Final Contest)
 - The final contest will be held on October 19th.
 - Presentation will be conducted by Pecha Kucha approach in English.
 - Judges will announce the winning teams (First place, Second Place, Third Place, Outstanding Award).
 - The winning teams (First place, Second Place, Third Place, Outstanding Award) will be issued the certifications of merit, the qualification of Gladiator, and the membership of Social Entrepreneur Lab of makesense Taiwan.
- ◆ Social Entrepreneur Lab of makesense Taiwan
 - The winning teams will get trained and incubated for attending related international competitions during November 2019-August 2020.
 - Monthly “SenseTalk” event: Training on becoming a social entrepreneur.
 - “SenseMaker” event: at least 4 lectures conducted by international-renowned social entrepreneurs.

● **Review Criteria**

■ First Round Review (Pitch Presentation slides)

Criteria	Score
Analysis of Social Problem	30
Exploration Experience toward the social problem	40
Contents and design of Presentation slides	30
Total Score	100

■ Pitch Contest(Semi-final)

Criteria	Score
Analysis of Social Problem	20
Exploration Experience toward the social problem	20
Presentation showcase	20
Presentation performance and English ability	40
Total Score	100

■ Social Business Colosseum

Criteria	Score
Innovation of Business Model Proposal	20
Feasibility of Business Model Proposal	20
International Potential of Business Model Proposal	20
Team Performance and Potential	20
Score from the audience	20
Total Score	100

● Awards

■ Application Form & Document Review

◆ **Rookies** (Top 40 Teams)

- Certificate of merit (per person)

■ Pitch Contest (Semi-Final)

◆ **Explorers** (Top 20 Teams)

- Certificate of merit (per person)
- Training courses of “Social Impact Maker Camp”

■ Social Business Colosseum (Final Contest)

◆ **Champion** (1 team)

- Scholarship- NT\$70,000 (per team)
- Professor Muhammad Yunus’ signed books (Qty:3)
- One Ticket of Social Value International Conference 2019 (Official website- <http://svic2019.socialvalue.org.tw/>)
- Membership- Social Entrepreneur Lab of makesense Taiwan
- Medal (per person)
- Certificate of merit (per person)

- ◆ **The second place** (1 team)
 - Scholarship- NT\$50,000 (per team)
 - Professor Muhammad Yunus' signed books (Qty:2)
 - One Ticket of Social Value International Conference 2019
 - Membership- Social Entrepreneur Lab of makesense Taiwan
 - Medal (per person)
 - Certificate of merit (per person)
- ◆ **The third place** (1 team)
 - Scholarship- NT\$30,000 (per team)
 - Professor Muhammad Yunus' signed book (Qty:1)
 - One Ticket of Social Value International Conference 2019
 - Membership- Social Entrepreneur Lab of makesense Taiwan
 - Medal for each team member
 - Certificate of merit (per person)
- ◆ **Outstanding Awards** (7 teams)
 - Scholarship- NT\$5,000 (per team)
 - Membership- Social Entrepreneur Lab of makesense Taiwan
 - Certificate of merit (per person)

※ Cash Scholarship will be issued to winners with tax being deducted in compliance with the tax law of Taiwan.

● Contact Us



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