CHINA-U.S. INNOVATION SUMMIT

PITCH COMPETITION

SPRING 2019
ABOUT

The 2019 CHINA-US INNOVATION SUMMIT (CUIS) PITCH COMPETITION, hosted by the Chinese Students and Scholars Association, provides an opportunity for start-ups and innovative project teams to take the next step towards success. Teams submit their proposals through different categories and present their products or services, market analyses, market target populations, and other relevant information to showcase the capabilities and potential of their innovation. Highly accomplished professionals and venture capitalists with knowledge in a variety of industries are invited as judges of the Pitch Competition. By offering valuable advice, they may help participating teams practice pitching techniques, develop more comprehensive strategies, and enhance competitive edges in the real world.
**PROCEDURE**

**FIRST ROUND**

Interested teams must submit an application form, a one-time application fee ($50), and supplementary documents before 11:59 PM on March 9th. Late registry will NOT be accepted. Judges will provide comments and make selection for second round based on how innovative, relevant, mature, and comprehensive the idea and proposal are. Selected teams will proceed to final round.

**FINAL ROUND**

Final Round Presentation will take place on Sunday, April 14th, 2019, in Marylander 110, located at the Johns Hopkins Homewood campus. Finalists should arrive at 1:00 PM to register. Presentations will start at 2 PM. More details will be released later to the finalists.
Teams must have a minimum of 2 people. There is no restriction on the project or company size, but a maximum of 6 people may choose to participate in the competition and present in the Final Round Presentation. For projects in all categories, at least ONE team member must meet the following requirements:
1. Be a US or Chinese citizen.
2. Be a current part-time, full-time, or postdoctoral student of any universities in the US during the time of the Final Round Presentation. Participants should be the original creators, inventors, or owners of the intellectual property.

**NOTE: Conceptual ideas are NOT accepted and will not enter the Final Round Presentation. Projects in developmental but not final phase are accepted, however. Please make sure that the team has a demo version of the product or service and demonstrates some level of team, organization structure, etc. to avoid the judgment of pure ideas.

**Advisers and consultants are encouraged to offer guidance during the competition but cannot participate in the Final Round Presentation.

Teams may submit multiple entries within one category. To participate in different categories, teams must submit different entries.

All teams should avoid disclosure of core technology or business strategy in the competition. Teams are NOT encouraged to share the project core with anyone at any point in time. All decisions made are at teams’ own risk.
CATEGORIES

- TECHNOLOGY
  Including AI, wearable devices, apps, websites, etc.
- HEALTH
  Including medicine, biomedical devices, health care projects, etc.
- BUSINESS
  Including business model, market exploring, supply chain, content, etc.
- SOCIETY
  Including culture, networking, social media, food, dining, fashion, etc.

JUDGING CRITERIA

Each team is expected to pitch an original idea on a for-profit project. Project submission and final round presentation should include the following:

- IDEA: Idea, idea validity, novelty value, and potential social impact.
- BUSINESS MODEL VIABILITY: Value proposition, cost structure, key resources, customer discovery and validation (marketability, market size), and product or service development strength.
- ENTREPRENEURSHIP: Future vision, team commitment and culture, team expertise and knowledge, and pitch delivery.
- SUCCESS VALUE: Probability of becoming a successful, for-profit business, competitive advantage, and probability of receiving investment.

Once again, teams will be judged based on how innovative, relevant, mature, and comprehensive the idea and proposal are.
SUBMISSION FORMAT

Please click the link below to fill out the application form. Submission instructions are also detailed in this link. Submissions that do not follow the correct format are less likely to pass the first round.

QUESTIONS

For teams with special requests or questions, please email JHUCSSA at cssa.johnshopkins@gmail.com, or Jiayi Ma at jma49@jhu.edu.