

March 2016

# AIT Research Competition - 2016

Platform to research or business ideas that has the potential to become commercially successful

Organized By:

AIT Solutions, Asian Institute of Technology - Thailand



## Objective of the Competition

The major objective of the competition is to provide a platform for the AIT researchers to develop their research / business idea that has the potential to be a scalable solution. This is done by encouraging researchers to submit their research idea / work or business idea that could be developed to new industry solution.

## Description of the Competition

The competition will be organized by AIT Solutions annually in order to recognize the high quality research work being conducted by AIT researchers. The competition will enable researchers from different focus areas to present and discuss their research idea / work or business idea to the AIT Experts, Relevant Industry Experts and Venture Capitalists.

The competition will be held in two rounds wherein the first round will be call for ideas round and second round will be presentation round. In the first round, the students will have to make a written submission of their research idea / work or business idea addressing title and target market, description, and application of the research idea / work. The submission is to be submitted in the format presented by AIT Solutions and will be evaluated by the industry experts and a final set of researchers will be shortlisted for the final round. In the final round, the shortlisted researchers will have to present their research idea linking it to the business perspective in 10 – 15 minutes. The evaluation will be done by industry experts and venture capitalists.

The top three researchers will be provided with financial and technical assistance by AIT Solutions. These researchers will get a chance of working closely with AIT Experts, Industry Experts and Venture capitalists to develop their idea into potential business solution. The researchers will be advantaged by the enormous experience of AIT Faculty Experts and Industry Experts.

## Award / Prize

The top three teams from the final round will be incubated by AIT Solutions, Asian Institute of Technology – Thailand. The teams will be provided with technical and financial assistance and infrastructure support to pursue the research / business idea to convert it into potential solution to the industry or set up a potential business venture within AIT Solutions depending on the nature of the idea. The amount of financial assistance and technical assistance to be provided will depend on the proposed idea and inputs from the industry / AIT experts. Also, the top three winners will be award with a cash prize of THB 10000, 5000 and 3000 respectively.

## Focus Areas

The focus areas for AIT Research Competition 2016 will be:

- Energy Efficiency / Green Energy
- Food and Agriculture
- Infrastructure and Housing, Disaster Risk Reduction

- Logistics and Supply Chain Management
- Robotics and Automation
- Software and Information Technology

## Rules of the Competition

### Eligibility

1. The researcher must be a current student, staff, faculty or a recent alumni of AIT. In case of alumni, he or she must have been graduated from AIT in 2015.
2. The research team should consist a maximum of 3 and a minimum of 1 member (s). Each researcher / team should send the entries with a team name and members of the team in case of multiple members in a team.
3. The team must contain at least one student (current or graduated in 2015).
4. The team could be formed by a mix of researchers from different schools of AIT.
5. Each researcher / team can present only one idea and each researcher can be a member of only one team taking part in the competition.
6. Alumni in any country are eligible to apply for this competition. In case any alumni is (are) selected for the presentation round, organizers will contact them directly to check the feasibility of their visit to Thailand or may even request for a video recording or Skype presentation.
7. The submitted work must be original and AIT Solutions organizers reserves the right to verify the originality of the submitted work.
8. The submitted work could be the researcher's research / thesis work being carried out at AIT or completely new research / business idea.

### Process

9. The first round of the competition will be inter focus areas and a maximum of three teams will qualify from each focus area to the second round. The second round of the competition will be held across all fields and the top three teams across all the focus areas will be chosen as winners.
10. The first round of the competition will be judged by industry experts focus areas and AIT experts from relevant focus areas. The second round of the competition will be judged Venture Capitalists and / or Industry Experts.
11. The decisions of the judges are final, including the interpretation of the rules.

### Information

12. Any queries to regarding the competition should be email to: [abhishek@ait.asia](mailto:abhishek@ait.asia) and cc to: [parthiv@ait.asia](mailto:parthiv@ait.asia) with subject: **AITRC\_Information.**

## First Round

### Introduction

The first round will be a written submission round in which the participants have to submit their idea in the format provided by AIT Solutions. The submission must answer the following questions / topics:

- Title of the Research / Business Idea.
- Brief Description of the Research / Business Idea (Central Idea of the Research / Business Idea)
- Target industry
- Describe the application / potential business solution of the Research / Business Idea

From First round, a maximum of 10 – 12 candidates will be selected for the second round. The selection will be done within the focus area, therefore the two best idea from each focus area will be selected. The evaluation will be done by a pool of judges comprising of relevant industry experts and AIT experts from above mentioned focus areas.

### Evaluation Criteria

- 1) Title of the Research / Business idea (5 points): The participants will be given points on how well the title fits in with the Research / Business idea that is being proposed.
- 2) Brief Description of the Research / Business idea (25 points): The description should be clear, concise, practical, and relevant and should describe the idea in a simple manner which can be understandable to a general non-technical audience. Points will be accordingly given.
- 3) Target Industry (15 points): The participants will be given points on how relevant the proposed idea is to the target market identified. Points will be given based on the identification of the target market and how relevant the solution is to fulfill their needs
- 4) Application of the Research / Business idea (25 points): Points will be given based on the practicality of the idea and its potential to be applied to fulfill and address the target markets needs or problems.

### Submission and Contact Details

The submission needs to be sent in the following email address with following details:

- 1) To: [competition.solutions@ait.asia](mailto:competition.solutions@ait.asia)
- 2) Name of the attached file and Subject: AITRC\_(name of the focus area)
- 3) Deadline: 25 March 2016

- 4) Please send the submission in .pdf format.
- 5) Please do not forget to include the team and members of the team (in case of multiple members in a team).

## Second Round

### Introduction

The second / final round of the competition will be 15 minutes presentation followed by a questions and answer session. The evaluation of this round will be done across all the focus areas and the top three teams will be chosen as winners. The evaluation of the second / final round will be done by a panel of judges that consists of venture capitalists and relevant industry experts. The top three teams from this round will be selected as winners of the competition. The second round of the competition will be held on 12 May 2016 at AITCC, AIT.

### Points to be covered in the Presentation

| CATEGORY                                 | ITEM  |
|--|---|
| <b>Market Identification</b>             | 1. Clearly identified a specific market type/persona (easy to understand who is the customer)       |
|  | 2. Specific market segment type(s) identified (e.g. niche, mass market, platform)                   |
| <b>Problem / Solution Identification</b> | 3. Identified a real market need based on actual (not hypothetical) customer needs                  |
|  | 4. Problem identified is currently a difficult one for the customer to solve with current solutions |
|  | 5. The proposed solution matches well to the defined problem  |
| <b>Unique Value Proposition</b>          | 6. Value proposition that is unique and not present in the market is stated clearly and effectively |
|  | 7. Value proposition statement matches to the customer, problem and solution                        |
| <b>Channel to Market</b>                 | 8. Clearly identified a preferred channel type (e.g. direct, indirect)                              |
|  | 9. Have indicated a viable go-to-market channel strategy  |
| <b>Cost Structure</b>                    | 10. Estimated cost of the following:  |

|                    |  |
|--------------------|--|
|                    | <ul style="list-style-type: none"> <li>• Operations including Design, Implementation and Marketing (9 Months)</li> <li>• Technology and Logistics including buying anything required</li> </ul>        |
| <b>Team</b>        | 11. Team reflects a good mix of domain expertise and experience for this venture (If Individual then provide the credibility of the idea owner in terms of his/her capability in handling the project) |
| <b>Assumptions</b> | 12. Have clearly identified the key assumptions on which their plan depends  |
|                    | 13. Have indicated a plan to further de-risk the key assumptions   |

**Evaluation Criteria**

The evaluation criteria for the second / final round will be finalized after the completion of the first round but various factors that will be considered for assessment and decisions include but are not limited to:

- 1) Clarity, completeness, and persuasiveness of the plan and oral presentation.
- 2) The usefulness and quality of the business / research plan concept (e.g., product, technology, service).
- 3) Value Created and Competitive Advantage of the research / business idea
- 4) The marketability of the proposed business / research idea.
- 5) The financial and/or social return of the proposed venture.

**Important Dates**

- Round 1 Idea Submission: 25 March 2016
- Round 1 Result Announcement: 05 April 2016
- Round 2 Presentation: 12 May 2016
- Round 2 Result and Award: 13 May 2016 (AIT Solution: Collaboration for Innovation Event)



**AIT Solutions**

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Formerly |  **AIT CONSULTING**



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