

Competition Official Rules

Spirit of the Competition

THAMMASAT ASIA MOOT CORP 2008 Competition aims to stimulate and nourish the spirit of entrepreneurship in graduate students all over Asia. The competition seeks to encourage graduate students to develop new ventures based on either their own ideas and technologies or those developed by others, including faculty members at their respective colleges and universities. The competition also seeks to provide the participating graduate students with entrepreneurship forums in which enhance the skill development and knowledge to pitch their ventures to investors and receive constructive feedback for increasing the probability of successfully launching their ventures.

To provide a relatively level "playing field" for student teams from around the world, the directors of the major competitions, Global Moot Corp, have developed the following set of rules that all participating teams are expected to satisfy. At the same time, the directors recognize that no set of rules, no matter how thorough or carefully developed can ever cover all circumstances. Accordingly, all teams and the universities that they represent are expected to abide by the specific rules enumerated below as well as the overall spirit of these competitions.

THAMMASAT ASIA MOOT CORP 2008 organizers reserve the right to disqualify any team that violates the rules, regulations or the spirit of the competition.

Participation

For 2008, we continue to widen the participation at the THAMMASAT ASIA MOOT CORP competition over previous years. We have tried to invite schools from across Asia to participate, however, if you know of an Asian school that you think might like to compete but has not been invited. Please let us know and send us their contact details. (asiamootcorp@gmail.com).

Preliminary Round

Based on the positive feedback of the change implemented in 2006, THAMMASAT ASIA MOOT CORP competition will use the **Preliminary Round** as a screening round as in the previous year. In the Preliminary Round, Summary New Venture Plans will be assessed by a panel of management consultants and finance professionals who have deep experience in Asian business. As certain countries have submitted numerous teams to compete, in 2007 the TUAMC committed has instituted a change to the preliminary round selection process to ensure a cross-Asia representation of teams and experience. The panel will select the best Summary New Venture Plan from each represented Asian country, and all other plans, outside of those Universities already selected, will be pooled and ranked for the remaining spots. These top 20 teams will be invited to attend THAMMASAT ASIA MOOT CORP 2008 competition in person, and enter the Presentation Rounds.

Again, a maximum of TWO Summary New Venture Plans may be submitted from each University, however only the best summary from each University will have the opportunity to enter the pool to be selected to enter a team (ie. each university may have only one representative team.) and no country more than 4 representative teams.

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Teams from Non-Asian Countries

The organizers reserve the right to invite up to four teams from non-Asian countries to compete in the Presentation Rounds on an *exhibition basis*. This means that non-Asian teams may *not* be eligible for all monetary prizes (depending on any stipulations imposed by donors, details will be announced on the competition website www.asiamootcorp.org in due course) and will not be eligible to represent Asia in the Global MOOT CORP® competition. In the event that an exhibition basis team attains a position in the competition which carries a monetary prize for which they are ineligible—or which carries the right to represent Asia in the Global MOOT CORP® competition—that prize and that right will be awarded to the next highest placed Asian team. Hotel accommodation for all Asian teams invited to (and attending) THAMMASAT ASIA MOOT CORP 2008 - and for one faculty advisor per team - will be provided by the organizers. Non Asian teams may be required to cover hotel expenses on their own account depending on the number of participating teams. All international travel and incidental expenses will be the responsibility of the teams themselves.

Venture and Team Eligibility

Student Involvement

The competition is for student created, managed, and owned ventures. In other words, students must:

1. have played a major role in conceiving the venture,
2. have key management roles in the venture, and
3. own significant equity in the venture.

In general, a member of the student team should be CEO, COO, or President of the venture, or members of the student team should occupy at minimum of 50% of the functional area management positions that report directly to the CEO, COO, or President. Members of the student team should also own 50% or more of the equity allocated to the management team and key advisors. An equity position of less than 50% of the equity allocated to the management team and key advisors, and/or less than 20% of the total equity of the venture

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will be suspect and require the students to show evidence that they were a major cause in the venture creation. One objective of this rule is to exclude ventures formed and managed by non-students who have given token equity to MBAs for writing their business plan.

Team Composition

This is a competition for graduate students, and at least one graduate student must be a member of the venture's startup management team. All graduate students, not just MBA candidates, are eligible to participate in the competition. This includes executive MBAs.

Non-students may be members of the venture's management team and may participate in planning the venture. However, only students may participate in the competition. In other words, only students may present the plan and answer questions from the competition judges. The maximum number of students on a competition team is five (5); although there is no restriction on the total size of the venture's founding team.

Student Enrollment

The competition is for students enrolled in the current academic year. Students who graduated in the preceding academic year are not eligible to participate. However, an exception will be made for students who both wrote their new venture plans for academic credit and graduated during the preceding summer. An exception will also be made for students from universities, located south of the equator, that have a different academic year.

Nature of Ventures

The competition is for new, independent ventures in the seed, start-up, or early growth stages. Generally excluded are the following: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations. Licensing technologies from universities or research labs are not excluded assuming they have not been commercialized previously. All ventures must be seeking outside equity capital.

Prior Activity

As a MOOT CORP® qualifying competition, THAMMASAT ASIA MOOT CORP competition has adopted the Prior Activity provisions under the MOOT CORP® Competition rules and guidelines. Ventures may compete only once in the MOOT CORP® Competition or in any of the qualifying competitions. Also, ventures may not compete in any MOOT CORP® qualifying competitions after they have competed in the Global MOOT CORP® Competition. However, ventures may compete in different MOOT CORP® qualifying competitions in different academic years, provided that they meet all other Prior Activity and MOOT CORP® Qualification Rules.

Ventures with revenues in prior academic years are excluded. Ventures that have raised equity capital from sources other than the members of the student team before the current academic year are excluded. Ventures that have legally set up a venture identity or have undertaken any other formal startup activities prior to the current academic year are excluded. However, both student and other team members may have worked on an idea or new technology in previous academic years or in the case of the student team members even prior to entering graduate school, provided that their venture had no revenues and raised no outside equity capital., and/or did not undertake any other formal startup activities prior to the current academic year.

University Sponsored

The new venture plan must be prepared under faculty supervision. Ideally, the new venture plan will be prepared for credit in a regularly scheduled course or as an independent study. The plan must represent the original work of members of the team. All universities with participating teams are strongly encouraged to send faculty or other university advisors to the team to most, if not all, all of the competitions in which their teams compete.

No Shows

Failure to attend after the Confirmation of Attendance form has been submitted on February 7, 2008, will result in your *University* being banned from the Asia MOOT® competition for 2 years. A second failure to attend at any other MOOT CORP® associated competition will result in a 2 year ban on your *University* attending *all* MOOT CORP® associated competitions.

Structure of the Competition

1. Preliminary round

- Each team must complete “Intent to Compete Form”. This must be received by THAMMASAT ASIA MOOT CORP 2008 organizers by **December 15, 2007**.
- Each team must submit the following by **January 15, 2008**.

Late submissions will not be accepted.

- 5 hard copies and 1 electronic copy of Summary of New Venture Plan.
- Team Information Form
- Team Eligibility Form
- Evaluation during the Preliminary Round will be based *solely* on the submitted Summary New Venture Plan. See [Preliminary Round Summary New Venture Plan Guidelines](#) below for additional information on the **required** contents of the submitted Summary New Venture Plan. Judging criteria for Summary New Venture Plans appear [here](#).
- The names of 20 teams that will proceed to the Presentation Rounds will be announced on **January 31, 2008**. Such teams must submit [Confirmation of Attendance form](#) by **February 7, 2008**.

2. Presentation Rounds

- Each team must submit the following by **February 7, 2008**. Late submission will not be accepted.
 - Permission & License Form
 - Prize Money Form

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- Each team must submit the following by **February 20, 2008**. Late submission will not be accepted.
 - 12 hard copies and 1 electronic copy of Full New Venture Plan (for ease in handling, all copies of new venture plans should be professionally bound; three-ring binders are not acceptable).
- See guidelines below for additional information.

Confidentiality and Intellectual Property Guidelines

- The authors of the new venture plan will retain all rights to the plan regarding its use at all times prior to and following the competition except as stated below. Due to the nature of the competition, we will not ask judges, reviewers, staff or the audience to agree to or sign non-disclosure statements for any participant.
- All public sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions. Thammasat University, the organizer of THAMMASAT ASIA MOOT CORP 2008 competition, may make photocopies, photographs, videotapes and/or audiotapes of the presentations including the new venture plans and other documents, charts or material prepared for use in presentation at THAMMASAT ASIA MOOT CORP 2008 competition. Students retain all proprietary rights. The Institute may use the materials in any book or other printed materials and any videotape or other medium that it may produce, provided that any profits earned from the sale of such items is used by The Institute solely to defray the costs of future THAMMASAT ASIA MOOT CORP 2008 competitions. The Institute has non-exclusive world rights in all languages, and in all media, to use or to publish the materials in any book, other printed materials,

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videotapes or other medium, and to use the materials in future editions thereof and derivative products.

Preliminary Round Summary New Venture Plan Guidelines

- The submitted Preliminary Round Summary New Venture Plan should take the form of an Executive Summary and must not exceed 1,000 words. Summary New Venture Plans that exceed 1,000 words will not be eligible for consideration.
- The Preliminary Round Summary New Venture Plan must include the following:
 - Venture name and nature of its business
 - Purpose of this particular business plan
 - Description of the new product/service and its benefits
 - Potential market for the new product/service and chosen strategy to access this market
 - Qualifications and experience of the management team
 - Sales and profit projections, and other pertinent financial details, including (but not limited to) the venture's Net Present Value
 - A very specific statement of what the team is asking from the venture capitalists
 - A very specific statement of what the team will offer to the venture capitalists in return for their investment

Presentation Round New Venture Plan Guidelines

Main Body

- Plans must be limited to 20 pages of A4 size (typed and double-spaced, #12 font, and 1-1-1-1 margins) of text, including the executive summary and summary financial data, but excluding the cover and contents pages. Detailed spreadsheets and appropriate appendices may follow the text portion of the plan but will be limited to 10 pages. In total, the plan should be no longer than 30 pages. [Note: The

executive summary included with the full new venture plan need not necessarily be the same as the Summary New venture Plan submitted for the Preliminary Round.

- Financial data should include a cash flow statement, income statement, and balance sheet. Include an explanation of the offering to investors indicating how much money is required, how it will be used, and the proposed structure of the deal, i.e., stock, debentures, etc. The team is not required to reveal its desired deal, although the judges may ask questions about it. Also, delineate the possible exit strategies.

Appendices

- Appendices should be included only when they support the findings, statements and observations in the plan. Because of the number of teams in the Competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (20 pages) must contain all pertinent information in a clear and concise manner. Again, detailed spreadsheets and appropriate appendices may follow the text portion of the plan but will be limited to 10 pages.

Presentation Guidelines

- In the **Opening Round**, each team will be given 15 minutes to present its new venture plan followed by a 20-minute question and answer session between the presenting team and the judges. **These time limits will be strictly enforced.**
- In the **Semi-Finals**, each team will have 30 minutes to provide an overview of its new venture plan and interact with the judges. To provide greater realism, **please note that the entire 30 minutes is interactive time, there is no protected time. Judges will be free to ask questions whenever they wish.** The 30 minute time limit will be strictly enforced.
- In the **Challenge Round**, each team will have 20 minutes to provide an overview of its new venture plan and interact with the judges. To provide greater realism, **please note that the entire 20 minutes is interactive time, there is no protected time. Judges will**

be free to ask questions whenever they wish. The 20 minute time limit will be strictly enforced.

- In the **Finals**, each team will have 45 minutes to provide an overview of its new venture plan and interact with the judges. Please note that the entire 45 minutes is **interactive time**, there is no protected time. Judges will be free to ask questions whenever they wish. **The 45 minute time limit will be strictly enforced.** Each student member of the team **must** participate in the formal presentation of the plan.
- Teams and their advisors may not observe the question and answer sessions of other teams in their division until after they have presented their own plan. A team, once it has finished its presentation, may observe both the presentation and Q&A session of the teams that follow it.
- Each presentation room will be set up with an LCD projector and screen. Each team will need to bring its own laptop computer and any other presentation aids which they need.

Judging

- Judges will use the three-part Thammasat Asian MOOT CORP® Judge's Evaluation Form. This is also available at website <http://www.asiamootcorp.org>
 - **Part I** (valued at 40%) is designed to help assess the written new venture plan focusing on key elements and the effectiveness of the summary financial data.
 - **Part II** (20%) assesses the poise and professionalism of the presentation.
 - **Part III** (40%) evaluates the perceived viability of the venture.
- This quantitative assessment is meant to complement, not replace, the qualitative evaluation of the judges in their determination of winners.

New Venture Showcase

Each team will be provided with a booth space measuring 2 metres by 2 metres (to be confirmed at www.asiamootcorp.org). Teams will have access to their booths from 17:00 on March 11, 2008 and must ensure that their booths are completely set-up by 18:00 on that day. This will be a trade show setting. The aim is to create a booth that compellingly

presents and explains the key aspects of the team's venture, and which will complement team members' oral presentations to booth visitors.

On March 11 from 18:00 to 21:00 and throughout the competition students, faculty advisors, invited potential investors, other members of the public, and an anonymous panel of judges view the New Ventures. The winners of THAMMASAT ASIA MOOT CORP 2008 New Venture Showcase will be announced, and New Venture Showcase awards presented at the Awards Dinner on March 13, 2008.

Booths will be pre-allocated to teams in alphabetical order based on venture name. Teams should plan to have their booths remain in place throughout the entire opening ceremony. Booths must be dismantled at the end of the opening reception and any items which the team wishes to retain must be removed at that time. While THAMMASAT ASIA MOOT CORP 2008 organizers will do their utmost to provide appropriate security throughout the event; items in/on the booths are left at teams' own risk.

The [quantitative assessment form](#) is meant to complement, not replace, the qualitative evaluation of the judges in their determination of winners. THAMMASAT ASIA MOOT CORP 2008 New Venture Showcase Judges Evaluation Form is also available at www.asiamootcorp.org

60 Second Elevator Pitch

As an entrepreneur struggling to find backing for your new venture, you enter an elevator and right there are the potential investors of your dreams. Without visual aids of any sort you have only 60 seconds to present your new venture idea clearly, concisely, and logically; with sufficient interest to intrigue your potential investors enough for them to call you for a detailed presentation. As in all aspects of THAMMASAT ASIA MOOT CORP 2008 competition time limits will be strictly enforced, with a complete halt to the presentation after exactly 60 seconds.

Each team will nominate one member to give their THAMMASAT ASIA MOOT CORP 2008, 60 Second Elevator Pitch. There will be an award for the winning team. 60 Second Pitch judging will involve assessment of the clarity, logic, dynamism of the pitch, and also its ability to maintain the interest of the judges and intrigue them sufficiently to call the team for a detailed presentation.

The [quantitative assessment form](#) is meant to complement, not replace, the qualitative evaluation of the judges in their determination of winners. THAMMASAT ASIA MOOT CORP 2008, 60 Second Elevator Pitch Judges Evaluation Form is also available at www.asiamootcorp.org

Submissions

All documents are to be submitted to:

THAMMASAT ASIA MOOT CORP 2008

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Electronic copies to be submitted to: asiamootcorp@gmail.com

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