

**Overseas Community Affairs Council, R.O.C. (TAIWAN)**  
**2023 Global Young Entrepreneur Stars**  
**Selection Approach**

**1. Purpose :**

Overseas Community Affairs Council, OCAC relentlessly endeavors to assist overseas compatriot young entrepreneurs to cope with the rapid-changing international business trends and management needs, support for their business development, enhancement and transformation, which subsequently aim to build solid bonding with Taiwan. Moreover, OCAC also assists the sustainable growth of overseas compatriot young entrepreneurs via various approaches, helps them to find practical solutions for their business development, transformation, investment and financing by providing online tutoring services.

**2. Sponsored by :** Overseas Community Affairs Council, R.O.C. (TAIWAN)

**Organized by :** China Productivity Center

**3. Deadline for signing up :**

From now until 5:00 pm, April 19, 2023 (Taiwan time, GMT+8)

**4. Eligibility :**

Any overseas compatriot entrepreneur currently under the age of 40 (inclusive), who either owns a business or serves as senior management and holds i-Compatriot Card.

\* Young entrepreneur refers to non China compatriot businessmen and their children/next generation

**5. Quota :**

The quota is set to be 30, but the actual number of selected companies will be determined by the review committee.

## **6. Benefits :**

- 1) Award of a trophy and a certificate
- 2) Tutoring business consultation by experienced professionals
- 3) Offering various types of media sources to promote your company and share experience in management
- 4) Qualification to join the Young Entrepreneur Stars Association
- 5) Providing credit guarantee for loans by The Overseas Credit Guarantee Fund (Taiwan)

## **7. Referring process :**

- 1) Candidates should be endorsed by ROC (Taiwan) embassies abroad or Culture Centers of Taipei Economic and Cultural Office.
- 2) If the candidate is recommended by a local overseas compatriot chamber of commerce, overseas business association, Council Member of OCAC, Senior Adviser of OCAC, or former awardees he/she must also be endorsed by local ROC (Taiwan) overseas mission.
- 3) The recommendation letter should be endorsed by the local ROC (Taiwan) overseas mission before submitting to the OCAC.

## **8. Documents for registration :**

- 1) Candidate Application Form (Please fill in Google Form)
- 2) A recommendation letter (PDF, JPG)
- 3) Business Concept Briefing (format as attachment)
- 4) The business registration document of the enterprise in the place of residence
- 5) Other related documents (3-minute self-promotion videos/media interviews, reports/winning records/entrepreneurship competitions, fundraising information/personal special contributions, other documents or video etc. which are helpful for presenting professional and contribution.)
- 6) Self-Checklist

\* The above information should be written in Mandarin or English, and relevant supporting documents and pictures should be captioned either in Mandarin or English. If there is a photocopy, please make sure it's high resolution image and submit by email.

\* E-mail : [yes.myconsultant@gmail.com](mailto:yes.myconsultant@gmail.com)

\* Please note that all registration materials will be eliminated by the organizer at the end of event and will not be returned.

## **9. Evaluation :**

1) Evaluation procedure: It is proceeded in two phases: document review and final evaluation.

### **1. Document review :**

The document review is consisted of reviewing qualification document and evaluating the proposal document.

- (1). Qualification document review: The sponsor and the organizer will review the qualification documents submitted by the candidates. If there are any omissions or errors, the documents should be corrected by given deadline according to the notice, and those who fail to meet the time limit are deemed to be forfeited. Those who are not approved by qualifications will be notified, and the relevant application documents will not be returned. Meanwhile, for those who meet the requirements will be passed on to the proposal document evaluation.
- (2). Proposal document evaluation: The selection committee will evaluate the submitted documents (written materials, business concept briefings) and fill in the "Scoring and Evaluation Opinion Form" according to weights and selection.

### **2. Final Selection :**

The sponsor will form the selection committee with experts and scholars recommended by the organizer and shall designate a chairperson. The selection committee will conduct selection, evaluation and scoring operations on the overall performance of the enterprise that has passed the document review.

2) Evaluation indicators :

Item	Description
<p>1. Business governance capability (Refers to the history of young entrepreneurs in establishing or participating in business operations, as well as the presentation of corporate governance and financial status)</p>	<ol style="list-style-type: none"> <li>1. The company's business goals, fields and concepts/culture</li> <li>2. Business development process</li> <li>3. Business model, operation model</li> <li>4. Financial plans</li> <li>5. Financial risk control</li> <li>6. 2020~2022 operating and financial performance</li> <li>7. Ability to raise external funds</li> <li>8. Other financial information</li> </ol>
<p>2. Business development capability (Refers to the ability of young entrepreneurs to operate their business, and to plan the future of their business through marketing, branding, Innovative R&amp;D, business expansion, etc.)</p>	<ol style="list-style-type: none"> <li>1. Value Proposition</li> <li>2. Market analysis and channel expansion planning</li> <li>3. Brand management and marketing strategy</li> <li>4. Innovation strategy or R&amp;D investment</li> <li>5. Other relevant core competitiveness               <ol style="list-style-type: none"> <li>(1) Features or innovation of technology, product or service</li> <li>(2) Certifications acquired by person and their business</li> <li>(3) Patents and trademarks</li> </ol> </li> <li>6. Short term and midterm career development plans</li> <li>7. Contingency plans for future industrial changes</li> <li>8. Other Prospects (e.g. reinvestment, diversification, etc.)</li> </ol>
<p>3. Influence (Refers to young entrepreneurs or their business that have important influence on industries, regional markets, and overseas community, and have obvious achievements in ESG)</p>	<ol style="list-style-type: none"> <li>1. Playing an important role in the industry or regional market</li> <li>2. Contributions to the chamber of commerce</li> <li>3. Influence to the overseas community</li> <li>4. Other CSR or ESG practices, etc.</li> </ol>

<p>4. Items for extra credit (Refers to young entrepreneurs' emphasis on the promotion and execution performance of the mentioned issues in the business concept briefing)</p>	<p>For example: digital transformation, Net Zero emissions, connections with Taiwan (such as capital/talent/technology/resources/market), award-winning deeds, etc.</p>
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**10. Date of announcement, consulting service duration and date of award ceremony:**

The awardees will be announced and notified on May 31. If the announcement is postponed for any reason, an official notification will then be provided. The awardees will have the consulting service from the date of announcement to the end of September 2023; the award ceremony is scheduled to be held in September 2023, and the exact date and venue will be notified respectively.

**11. Contact Information:**

Organizer : China Productivity Center (CPC)

Address : 2F, No. 79, Section 1, 5th Xintai Road, Xizhi District, New Taipei City 221 Taiwan

Phone : +886-2-26982989\*03065 Mr. Hong

Fax : +886-2-26989249

E-mail : [yes.myconsultant@gmail.com](mailto:yes.myconsultant@gmail.com)

LINE Official Account : <https://lin.ee/PWAEwV7>



# Candidate Application Form

Name (Mandarin) (English)	Date of Birth	Year	Month	Date
	Age <sup>1</sup>			
	Overseas Residence	Country:	Region:	
	i Compatriot Card Number <sup>2</sup>			
Address :				
Tel (Please add Country Code & Area Code) :				
Mobile (Please add Country Code & Area Code) :				
Email :		Line ID :		
Company Name <small>(one company only)</small> (Mandarin) (English)	Registration Date of Incorporation	Year	Month	Date
	Capital	USD \$		
	Job Title of Current Company	<small>(Please note below if you are the founder or co-founder)</small>		
	Seniority of Current Position			
2022 Revenue USD :		Number of employees		
Company Website (or social media ID/URL, such as Facebook, Instagram) :				
Company Address :				
<b>Main Product or Service</b>				
<small>(Please Summarize the Main Product or Service of the Company)</small>				
<b>Specific Individual Contribution to the Business</b>				

※Please fill in the Google form, this form is for reference only

Note 1: Actual age is calculated until the registration deadline. Only those who were born after April 19, 1982 will be eligible

Note 2: If you do not have i-Compatriot Card, please visit <https://icard.taiwan-world.net/tw/register> to fill in the application and upload your certificate, then click "Apply", and go to your mailbox to verify the email. You will receive the virtual card after the review is approved.

# Letter of Recommendation

We hereby recommend

(Company Name: ○○○/Title: ○○○/Name: ○○○)

To participate in the Global Young Entrepreneur Stars Selection

Sincerely,

To the Selection Committee

Year 2023    Month                    Day

<b>Unit of the Referrer</b>	Name		Title	
	Name of the recommending Unit			
	Identify of the Referrer	<input type="checkbox"/> ROC (Taiwan) Overseas Mission (embassies/consulates/culture center of OCAC) <input type="checkbox"/> Local Overseas Compatriot Business Organizations <input type="checkbox"/> Overseas Business Groups <input type="checkbox"/> Council Member (OCAC) <input type="checkbox"/> Senior Adviser (OCAC) <input type="checkbox"/> Previous awardees		
	Address			
	Phone		<b>Signature &amp; Seal</b>	
	Fax			

<p><b>Note:</b></p> <p>1. The Referrer should be ROC (Taiwan) overseas mission (embassies, consulates or culture center of OCAC), local overseas compatriot chambers of commerce, overseas business association, Council Member of OCAC, Senior Adviser of OCAC, or previous awardees (can recommend one candidate only)</p> <p>2. The Letter of Recommendation needs to be approved by the ROC (Taiwan) overseas mission in the end, and then transferred to the OCAC.</p>	<p><b>Signature &amp; Seal of ROC (Taiwan) overseas mission</b>                  (embassies/consulates/culture center of OCAC)</p>
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# Self-Checklist

(Company Name: ○○○/ Title: ○○○/ Name: ○○○)

No.	Inspection items	
1	The candidate is overseas Compatriot business owners or senior managers	<input type="checkbox"/> Y <input type="checkbox"/> N
2	Aged 40 or under (born on April 20, 1982 and after)	<input type="checkbox"/> Y <input type="checkbox"/> N
3	Holding i-Compatriot Card.	<input type="checkbox"/> Y <input type="checkbox"/> N
4	<p>The company has filled out/submitted the following application materials (please check them one by one) :</p> <ol style="list-style-type: none"> <li>1. <input type="checkbox"/>Candidate Basic Information Form (to be filled in Google Form)</li> <li>2. <input type="checkbox"/>A recommendation letter (PDF, JPG)</li> <li>3. <input type="checkbox"/>Business Concept Briefing (PPT format)</li> <li>4. <input type="checkbox"/>The business registration document of the enterprise in the place of residence</li> <li>5. <input type="checkbox"/>Other related information (3-minute self-promotion videos/media interviews, reports/winning records/entrepreneurship competitions, fundraising information/personal special contributions, or other documents or video etc. which are beneficial for presenting professional and contribution.)</li> </ol>	
Notes	<ol style="list-style-type: none"> <li>1. Those who tick "No" in row no. 1 to 3 or do not tick will not be able to participate in the selection.</li> <li>2. If there are any document to be made up from point 1 to point 4 in row no. 4, please add an explanation and make up within the time limit. Those who do not make up within the time limit will be considered as forfeited.</li> <li>3. The completed Self-checklist should be attached to the original application documents and delivered together.</li> </ol>	
Declaration of Commitment	<ol style="list-style-type: none"> <li>1. We hereby <b>agree</b> that the provided information will be used for participating in the "Global Young Entrepreneur Stars Selection" and for the sponsor and the organizer to carry out related operation.</li> <li>2. The document submitted by the candidate are all true. If there is any discrepancy, we are willing to take all responsibilities and give up the application.</li> </ol>	
<p>Applicant (signature)</p> <p style="margin-top: 20px;">Year 2023    Month                      Day</p>		

# **Business Concept Briefing (format)**

# Principles of Briefing Writing

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## Elaboration

1. Elaboration of your personal contributions company (foundation, partnership, operation, etc.), and illustrate your awareness of current operation and prospect of your company.
2. Illustrate opportunities and potential threats in the market with proper reasons.

## Objectivity

1. Figures should be objective and realistic, not subjective estimates (especially financial statistics).
2. Supporting details are required.

## Advantage

1. Illustration of personal outstanding characteristics prior to elaboration of the submitted documents.
2. Demonstration of personal achievements, management capabilities for showing your insight for company development path.
3. In this briefing, you can emphasize on such as digital transformation, net zero emissions, bonding with Taiwan, award-winning deeds, etc., which can be regarded as important personal contributions to the company and can be considered as extra credit.

# Company Name (Mandarin/English)

Name/Title/Seniority/Age

Country/Industry

OO Years Since Incorporation /  
OO Employee(s)

Revenue US\$OOO,OOO

Business/advantages/features:  
(Mandarin or English)

Specific contributions:  
(Mandarin or English)

Personal  
Photo

Company  
LOGO

Note: Personal photo and company logo will be used as promotional materials for winners. Please provide **high-resolution** images.

Photos/Pictures about  
business/advantages/features

Photos/Pictures about Specific  
individual contributions

# Table of Contents

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**I. Business governance capability**

**II. Business development capability**

**III. Influence**

**IV. Extra credit**

# **I. Business governance capability**

**Please indicate from the perspective of personal contributions, you can refer to the following contents:**

1. The company's business goals, fields and concepts/culture
2. Business development process
3. Business model, operation model
4. Financial plans
5. Financial risk control
6. 2020~2022 operating and financial statistics
7. Ability to raise external funds
8. Relevant supporting financial information

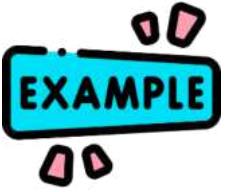
# I. Business governance capability



## 1. The company's business goals, fields and ideas

e.g. Descriptions or diagrams of the company's business vision, strategic goals, development plan, etc.

# I. Business governance capability



## 2. Business development process

e.g. It can be described in table and list major events and milestones.

<b>Date</b>	<b>Milestones of the company</b>
YYYY-MM	Company was founded on...
YYYY-MM	Base/branch established in OO

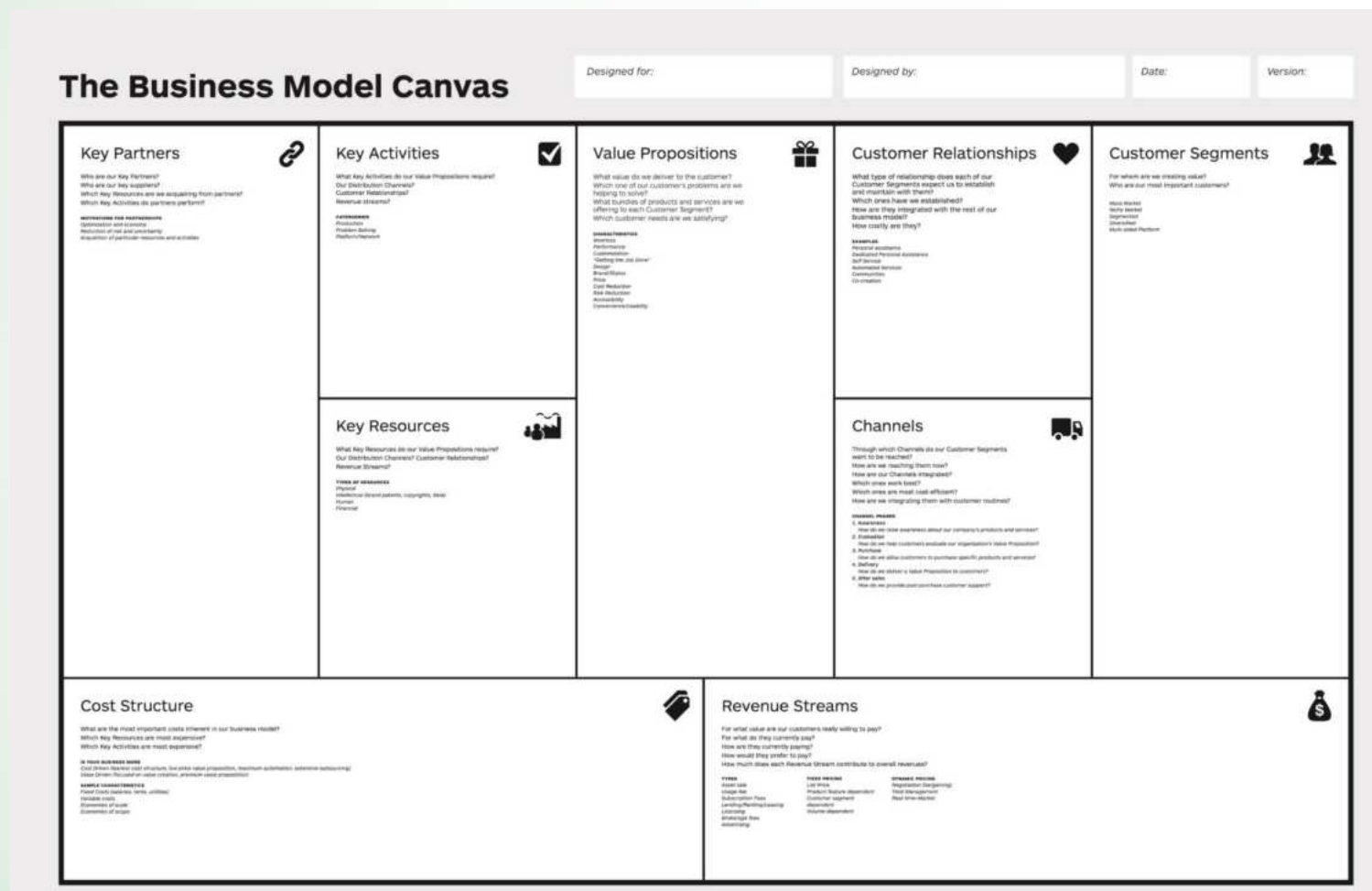


# I. Business governance capability



## 3. Business model, operation model

e.g. Using any business model canvas or structures that can clearly illustrate the core logic and operating mechanism that your company develops, delivers its value, and makes yields.



※ This format is for reference only, the candidate can adjust it according to the actual information and content.

# I. Business governance capability

## 4. Financial plans

### Capital Planning

Initial Investment		Method	
Decoration fee	\$000,000	self asset	\$000,000
Business equipment	\$000,000	Financial Assistance	\$000,000
Others	\$000,000	Borrowed from own Co.	\$000,000
Margin	\$000,000	Borrowed from other Co.	\$000,000
		( )	
Reserve funds	\$000,000	Borrowed from other Co.	\$000,000
		( )	
Rent	\$000,000	Borrowed from other Co.	\$000,000
		( )	
Personnel costs	\$000,000	Rental income	\$000,000
		( )	
Payment	\$000,000	Rental income	\$000,000
		( )	
Others	\$000,000	Others	\$000,000
Total	\$000,000	Total	\$000,000

### Income and expenditure plan (monthly average)

	1st month	2nd month	00 month
① Turnover	\$000,000	\$000,000	\$000,000
② Sales cost	\$000,000	\$000,000	\$000,000
③ Total profit of sales(①-②)	\$000,000	\$000,000	\$000,000
④ Personnel costs	\$000,000	\$000,000	\$000,000
⑤ Rent	\$000,000	\$000,000	\$000,000
⑥ Utilities	\$000,000	\$000,000	\$000,000
⑦ Advertising	\$000,000	\$000,000	\$000,000
⑧ Consumables	\$000,000	\$000,000	\$000,000
⑨ Others	\$000,000	\$000,000	\$000,000
⑩ Total(④ ~ ⑨)	\$000,000	\$000,000	\$000,000
⑪ Business profit(③-⑩)	\$000,000	\$000,000	\$000,000

e.g. Income and expenditure plan, capital planning



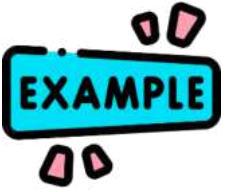
### Income and expenditure plan basis (by month)

Turnover	( 1st month )	( 2nd month )	( 00 month )
Total (①×②×③)	\$000,000	\$000,000	\$000,000
① The average unit price	\$000,000	\$000,000	\$000,000
② Number of visitors	\$000,000	\$000,000	\$000,000
③ Business days	DD	DD	DD

### Personnel costs

Total(① + ②+③)		\$000,000	
① Full time		\$000,000 ×	ppl. =
		\$000,000	
② Part time	hourly wage ppl. × Business days	\$000,000 × DD	hours × =
			\$000,000
③ Owner		\$000,000	

# I. Business governance capability



## 5. Financial risk control

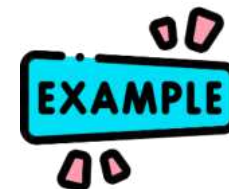
e.g. Your financial risk countermeasures when facing internal and external environmental challenges.

Variation factor	Impact on company P/L	Countermeasures
1. Interest rate		e.g. obtaining appropriate interest rates with financial institutions...
2. Exchange rate		e.g. there is a professional to evaluate fluctuations...
3. Inflation		e.g. Monitor price fluctuations, information exchange with suppliers/customers...

# I. Business governance capability

## 6. 2020~2022 operating and financial performance

e.g. Presenting previous three years of the operation and financial status in the form of compact sales statement.



Main product	2022			2021			2020		
	Yields	Sales	Market share	Yields	Sales	Market share	Yields	Sales	Market share
Revenue of product/service 1									
Revenue of product/service 2									
Total									
Turnover (A)									
Profit (B)									
(B)/(A)%	%			%			%		

Note 1: Market share refers to the local market or the global market, if it is less than 0.1%, it is not required to fill in.

Note 2: Please arrange the years from near to far, and from left to right.

# I. Business governance capability



## 7. Ability to raise external funds

e.g. Financing or fundraising plans, IPO, ICO, SPAC, listing plans...etc.

# I. Business governance capability



## 8. Other financial information

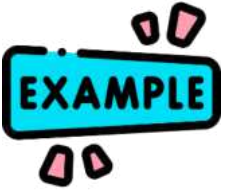
e.g. Such as: shareholders' equity statement, financial compliance audit, tax bill...etc.

## II. Business development capability

**Please indicate from the perspective of personal contributions, you can refer to the following contents:**

1. Value Proposition
2. Market analysis and channel planning
3. Brand management and marketing strategy
4. Innovative strategy or R&D investment
5. Other relevant core competitiveness
  - 1) Features or innovation of technology, product or service
  - 2) Certifications acquired by person and your business
  - 3) Patents and trademarks
6. Short term and midterm career development plans
7. Contingency plans for future industrial changes
8. Other Prospects (e.g. reinvestment, diversification, etc.)

# II. Business development capability

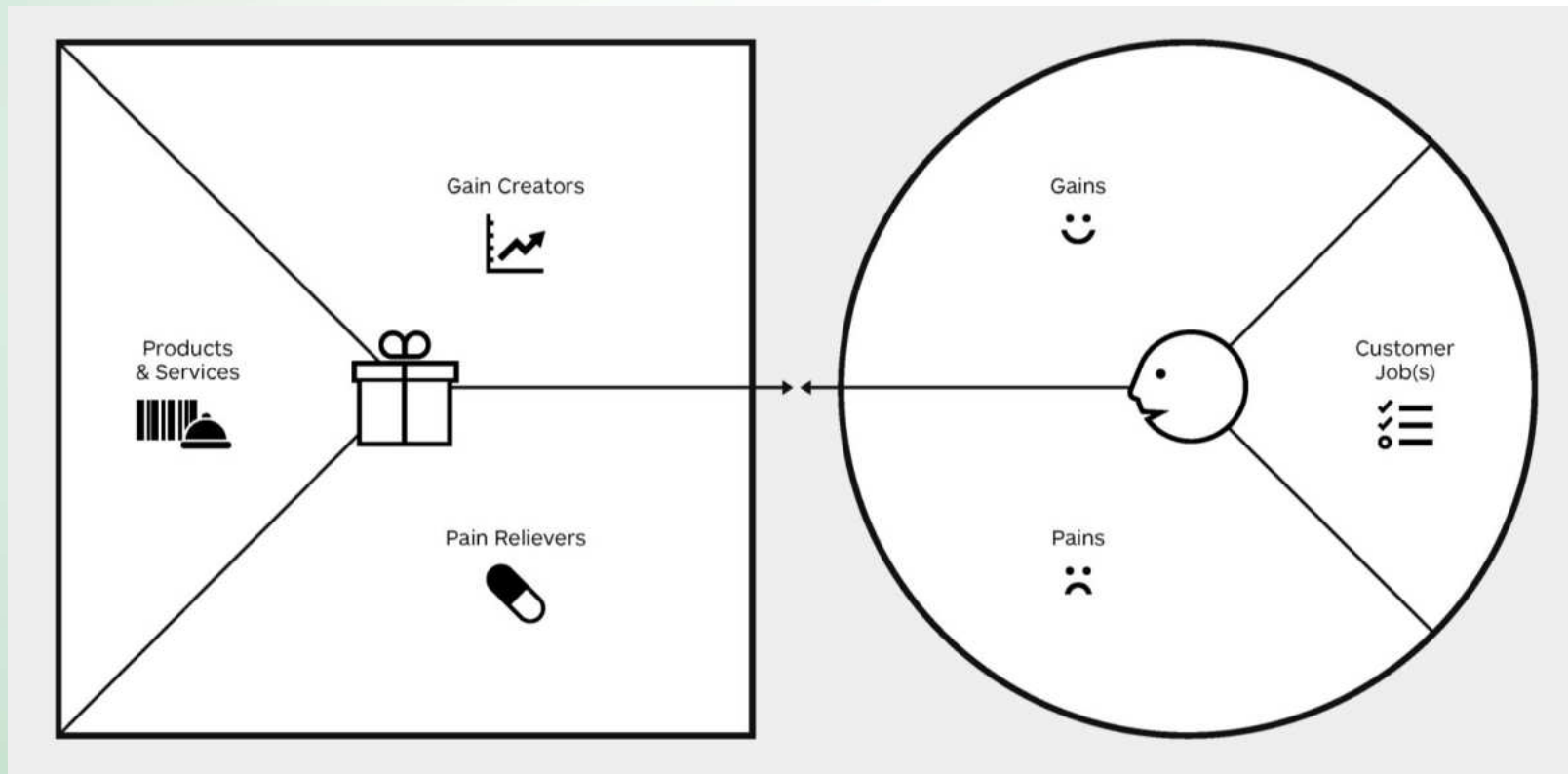


## 1. Value Proposition

e.g. Value proposition is basically mostly consisted of 3 parts:

What is our product or service? How to develop a business solution for customer?

What benefits we can help our customers to create?





# II. Business development capability

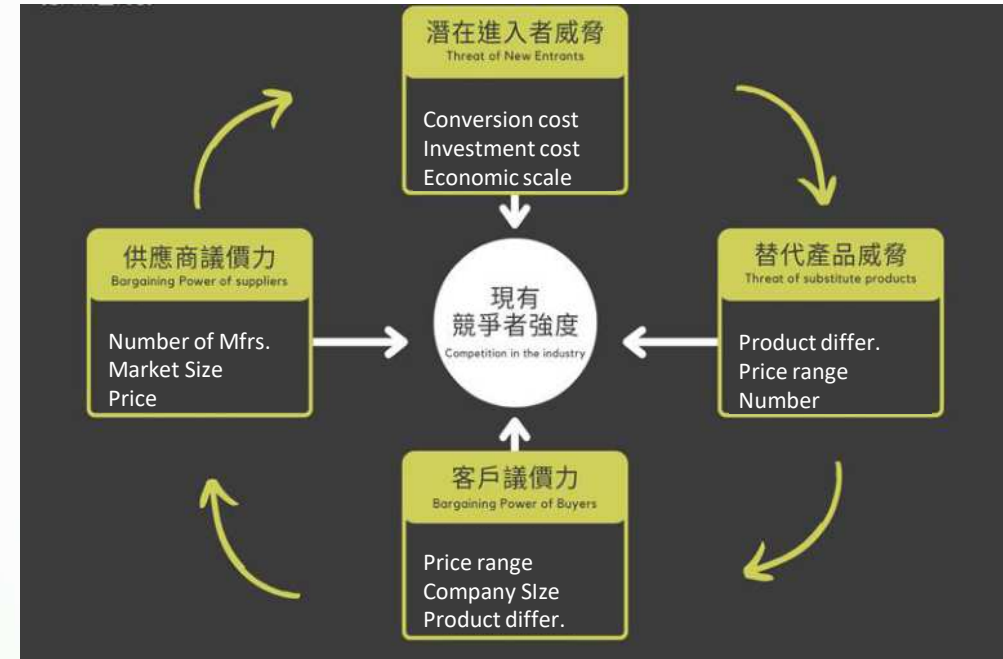


## 2. Market analysis and channel expansion planning

e.g. Illustrate market competitiveness by using SWOT or Porter's five forces analysis..., and describe the channel expansion plan.

	STRENGTHS	WEAKNESSES
	1. 2. 3. 4.	1. 2. 3. 4.
OPPORTUNITIES	Opportunity-Strength (OS) Strategies Use the strengths to take advantage of opportunities	Opportunity-Weakness (OW) Strategies Overcome weaknesses by taking advantage of opportunities
1. 2. 3. 4.	1. 2.	1. 2.
THREATS	Threat-Strength (TS) Strategies Use strengths to avoid threats	Threat-Weakness (TW) Strategies Minimize weaknesses and avoid threats
1. 2. 3. 4.	1. 2.	1. 2.

SWOT



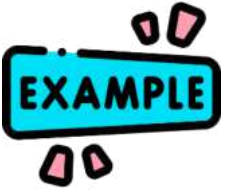
Porter's five forces

Source: slasherspace.com

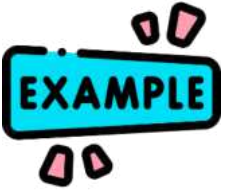
# II. Business development capability

## 3. Brand management and marketing strategy

e.g. Brand strategy, marketing strategy, marketing model...etc.



# II. Business development capability



## 4. Innovation strategy or R&D investment

e.g. Innovative strategy, R&D strategy, technology development direction, R&D investment resources, etc.

# II. Business development capability

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## 5. Other relevant core competitiveness

e.g. Features or innovation of technology, product or service, certifications and recognitions acquired by person and your business; patents and trademarks etc.

# II. Business development capability



## 6. Short term and midterm business development plans

e.g. The plans related to market/product/technology can be illustrated in a table.

**Short term and midterm business development plans**

<b>Item</b>	<b>Short term</b>	<b>Midterm</b>
<b>Period</b>		
1. Market	(Explain your expected schedule to enter the target market, market operation plan, etc.)	
2. Product		
3. Technology		

# II. Business development capability

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## 7. Contingency plans for future industrial changes

e.g. Explain the trend of the industry, potential challenges that may be encountered in the midterm and long term, as well as the countermeasures.

# II. Business development capability

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## 8. Other Prospects (e.g. reinvestment, diversification, etc.)

e.g. Description of business prospects such as reinvestment, diversification, etc.

# III. Influence

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**Please illustrate your personal contributions the following perspectives:**

1. Playing an important role in the industry or regional market
2. Contributions to the chamber of commerce
3. Influence over the overseas community
4. Other CSR or ESG practices or implementations, etc.



# III. Influence

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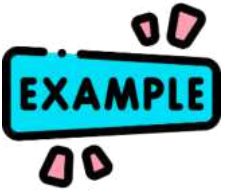


**1. Playing an important role in the industry or regional market**

# III. Influence

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## 2. Contributions the chamber of commerce



# III. Influence

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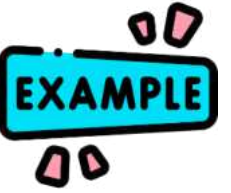
## 3. Influence over the overseas community



# III. Influence

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## 4. Other CSR or ESG practices or implementations etc.



# IV. Items for extra credit

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**No**

**Yes, please elaborate below:**