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COMPETITION GUIDEBOOK

RMIT BUSINESS PLAN COMPETITION

2024

**For a Greener Vietnam: Leveraging Technology
for Sustainable Business Practices**



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1 About Us

The Organising Committee

About The Business School:

The Business School (TBS), RMIT Vietnam has established a world-class education for excellence in business and management education, providing high quality, industry responsive programs relevant to the national and global marketplace. The School inspires students to think, challenge and create. They learn the skills to address real-world issues in the challenging and ever-changing business environment.

About RMIT Tourism & Hospitality Club:

Established in 2019, RMIT Tourism and Hospitality Club SGS aims to foster a vibrant community for students passionate about the tourism and hospitality industries. Our vision is to create a dynamic platform where members can enhance their knowledge, network with industry professionals, and develop practical skills through engaging events. Our mission is to support and inspire future leaders in the field by providing valuable learning experiences and opportunities for growth. We are committed to inclusivity, collaboration, and excellence, ensuring that each member feels valued and empowered to contribute to the club's success.

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2 Competition Details

About RBPC

RMIT Vietnam Business Plan Competition is an annual national competition inviting current high school students to propose a business plan that challenges the traditional business models and tackles real-world problems.

Vision

We are looking for creative business models/solutions that adopt new technology to power a sustainable future.

Mission

The competition provides participating teams opportunities to showcase their ideas and gain valuable skills and experience from our world-class experts. Participating teams are mentored and judged by industry leaders, experienced professionals, and academics.

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Who can enter?

Audience

The competition is open to all high school students nationwide. Teams must have a minimum of 3 participants, and a maximum of 4 participants.

Registration

The team leader must register via the [Official RBPC 2024 Microsoft Forms](#). Upon registering, the Organising Committee will be in contact soon with the teams.

Special Note

A group can have a mix of high school students from different schools.

[REGISTER NOW](#)

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Why you should join us?

Revolutionise industries with digital solutions:

Your innovative business idea can incorporate technologies that can be potentially industry-disrupting.

Molding a more sustainable world:

Your sustainable business idea can encourage sustainable practices within society, while still achieving financial objectives.

Creating an impactful change:

Your meaningful business idea can positively influence various stakeholders, making the world a better place.

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Competition Timeline

1 Sept	Kick off & Open for Registration
22 Sept	Opening ceremony & 1st Training Workshop
29 Sept	2nd Training Workshop
13 Oct	Submission Deadline
28 Oct	Announcement of Finalists & 10 videos for People's Choice Award
3 Nov	Workshop for Finalists
10 Nov	Grand Finale

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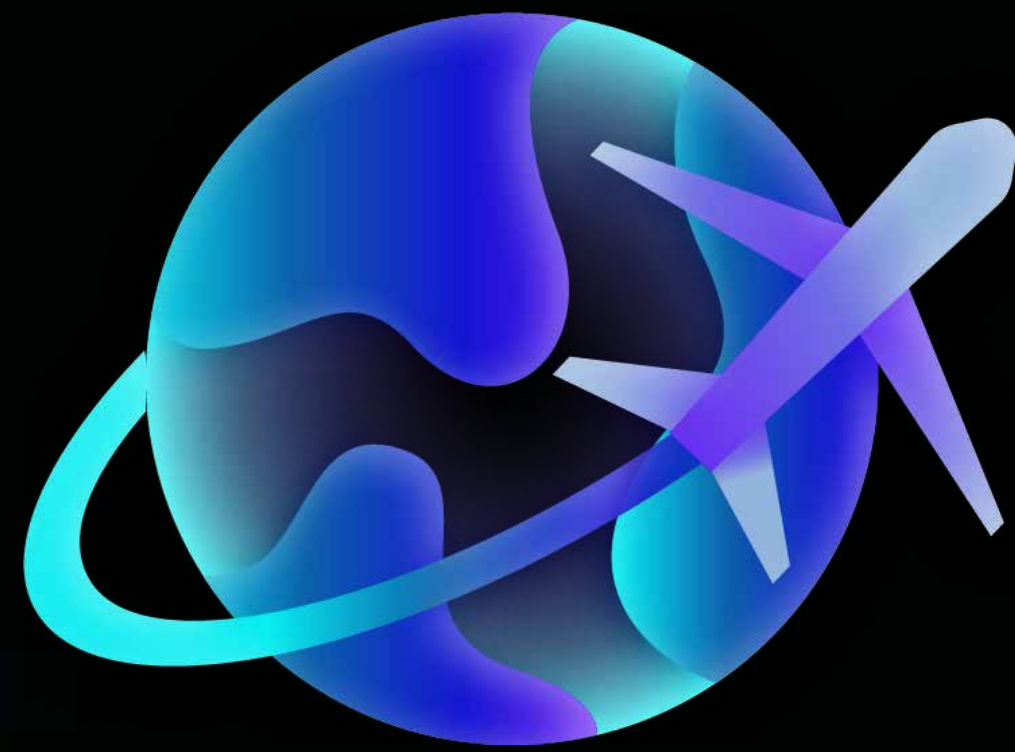


Areas of focus/ Industries in focus

Participants must select any Vietnamese business/ company that falls under one of these industries:



Services



**Tourism &
Hospitality**



**Banking &
Finance**

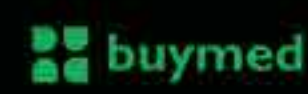
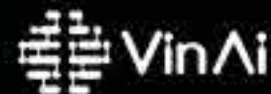


Manufacturing

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Innovative Technologies to Use

Participants are required to develop creative solutions/ business models using these innovative technologies. This list is not final; students are encouraged to consider any other new and innovative technologies as well:

Blockchain

Fintech

Big Data

Artificial Intelligence

Machine Learning

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3 Guideline for Participants

Preliminary Round

Requirement

Each team needs to submit their business proposal/ white paper and a no more than 2-minute video showcasing their business ideas.

Destination

All report submission must be in PDF Format, and sent to RBPC@rmit.edu.vn following the naming format: *RBPC2024 – Team Name – Business Proposal Name* before 23:59 on 13 Oct 2024.

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Business Plan Proposal Checklist

Cover Page

- Team Name
- Team Members
- Project Name
- Industry/Area

Table of Content

- Lists of Figures (if any)
- Introduction
- Problem(s) Statement
- Objective(s)
- Proposed Solution: Provide Details, including Commercial, Feasibility, Risk Assessment and addressing the relevant issues
- Contribution(s) and social impact(s)

Conclusion

- Appendix (if any)
- References (if any)

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3 Guideline for Participants

Grand Finale

10 November 2024

Finalists (top 5 teams) will be announced on **28th October 2024**.

Online Mentoring Sessions:

All finalist teams will be paired with and mentored by industry professionals. Teams need to consult with their mentor to prepare for the final round pitching.

Final Round:

Finalists will deliver a 10-minute presentation, with 10 minutes for Q&A in front of a panel of judges. The final pitching will take place on November 10th, 2024, at RMIT University Vietnam in HCMC.



4 Judging Criteria

Problem-Solving Approach (%)

Evaluates how well the contestants identify the problem, analyse its root causes, and propose a solution.

Feasibility of the concept (%)

Examines the practicality and viability of implementing the proposed solution.

Overall Presentation (%)

Considers the clarity, coherence, and persuasiveness of how the participants present their ideas and projects.

Creativity (%)

Gauges the originality and inventiveness of the participants' ideas.

Social & Environmental Impacts (%)

Focuses on evaluating the positive effects the solution can contribute to sustainable development goals.

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Prizes

Fascinating prizes (in vouchers) with total value up to VND 150 million including:

Grand prizes

01 First prize

VND 50,000,000

01 Second prize

VND 30,000,000

01 Third prize

VND 20,000,000

02 Encouragement prizes

VND 10,000,000

Special awards

01 People's Choice prize

VND 5,000,000

01 Top Achieving Highschool - Champion

VND 15,000,000

01 Top Achieving Highschool - 1st Runner-Up

VND 10,000,000

01 Top Achieving Highschool - 2nd Runner-up

VND 5,000,000

** Note: Prizes cannot be exchanged for monetary value or any other items.*

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Rules and Regulation

- Each team should be comprised of 3-4 members.
- Each submission should be the original design and creation of the participants themselves. Teams can also supplement their entries with models, charts, skits or other appropriate media while presenting to the judges.
- All entries submitted will become the property of the organisers and will not be returned. By participating in this challenge, participants agree that their entries may be displayed and featured in the publications of the organisers and their partners.
- By participating in this challenge, participants also will consent and agree that RMIT's Corporate Communications Office, its employees, or agents have the right to take photographs and record videos of them during the event and to use these in any media, including social media, associated with RMIT University Vietnam, and that their name and identity may be revealed therein or by descriptive text.
- The decisions of the judges are final.
- The rules, regulations, and prizes in this competition are subject to change without prior notice, if necessary, to keep RMIT Vietnam in compliance with Vietnam laws and regulations.

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5 Contact information

Mail

rbpc@rmit.edu.vn

**Facebook
Website**

<https://facebook.com/rmit.rbpc>
[RMIT Business Plan Competition 2024 - RMIT University](#)

Official Community

[RBPC Official Community](#)