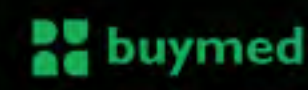
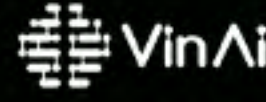


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SUBMISSION GUIDELINE

RMIT BUSINESS PLAN COMPETITION

2024

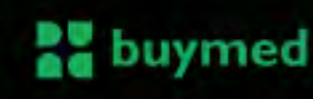
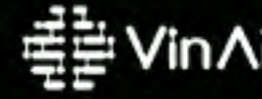
**For a Greener Vietnam: Leveraging Technology
for Sustainable Business Practices**



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Preliminary Round

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

Business proposal/ white paper

Your business plan (PDF file) should comprise the following (but not limited to) main parts:



1 Cover page of the report should include the team information as below:

- Team name
- Team members: (name) (high school name)
- Project name

2 Business plan

- Introduction about your project/product
- **Objectives/goals of your project/product and the real-world problem(s) that your project aims to solve** (e.g., *What are the problems you are trying to solve? The problem should be also a significant problem that is related to the competition theme and your area of focus. What are the main objectives/measurable goals of your project? Goals/objectives of the project need to be measurable and relevant with the problem(s) stated above. The goals should also be significant and relevant with your chosen area of focus....*)

- **Your proposed solution:** The project adequately addresses the abovementioned problem(s). The solution/product must be creative and include digitalisation with clear justifications. The team needs to justify the feasibility of your business plan, including commercial (e.g., *potential users, competition*) and technical solutions (e.g., *project design and governance fundamentals*), risk assessment, and relevant issues
- **Contribution(s) and social impact(s) of your project/product:** Clearly explain and evaluate the project contributions and impacts. How can the project generate values (not only monetary values), the beneficiary groups from the project, direct and indirect targets (a social group, a community, a sector), and channels through which impacts can occur?

3 Conclusion

- Reference list (if any)
- Appendices and supplementary materials

Video

You are required to submit a **no more than 2-minute video (MP4 or MOV Format)** to explain and showcase your business plan.

We are looking for creative videos, however, the video should include (but not limited to) the following main parts:

- **Background and introduction to your project/product**
(for example: what is the problem you are trying to solve, objectives of your business plan, ...)
- How does your proposed project/product solve the original problem stated using innovative technologies?
- Expected outcomes (*sustainability-related outcomes, link with the area/industry of focus you select, ...*)

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Grand Finale

The presentation should comprise the following (but not limited to) main parts:

- Introduction about the project/product.
- Problem statements and objectives/goals of the project
- The proposed solution: present and justify the business plan, including commercial and technical solutions, risk assessment, and other relevant issues
- Contribution(s) and social impact(s) of the project/product: the beneficiary groups from the project, direct targets, indirect targets (a social group, a community, a sector), and channels through which impacts can occur.
- Conclusion