

Annex:

Judging Criteria for the 8th China International College Students’ “Internet+” Innovation and Entrepreneurship Competition

I. Key Criteria for the Higher Education Track: Creativity Category

Key Criteria	Details	Weighting
Education-wise	<ol style="list-style-type: none"> 1. The projects entered shall promote sound values, follow ethical norms, and contribute to the nurturing of innovation and entrepreneurship. 2. The projects entered shall follow basic innovation and entrepreneurship processes and logic, namely, to effectively combine industry expertise with business knowledge for transformation into business or social values; and demonstrate how education received by the entrants on innovation and entrepreneurship has shaped their basic quality and way of thinking. 3. The projects entered shall demonstrate a mastery and proficient application of knowledge (professional, business, industry knowledge, etc.) and skills (planning, organization, leadership, control, innovation, etc.) required for innovation and entrepreneurship; and reflect how education received by the entrants on innovation and entrepreneurship education has improved their transferable skills. 4. The projects entered shall fully reflect the transferable skills and refined thinking of a team to solve complex problems; and reflect how working on the project has honed and improved entrants’ spirit, awareness, and capabilities of innovation and entrepreneurship. 5. The project entered shall fully reflect the achievements made by colleges/ universities in emerging engineering, medicine, agriculture and liberal arts, the support offered by colleges/universities in project cultivation and incubation, and the important role of models such as interdisciplinary research, specialization-innovation integration, industry-university-research coordinated innovation, and industry-education integration in project generation and implementation. 	30
Innovation-wise	<ol style="list-style-type: none"> 1. The project entered shall follow the general process of innovation, i.e. from creative ideas, R&D, trial production, formal production, to market entry, so as to transform ideas into practice and to move from basic R&D to application R&D. 2. The project team shall apply their expertise and various innovative ideas and paradigms to address the actual social and market needs. 3. The projects entered shall focus on the innovation of products, processes, services, and business models in its innovative and entrepreneurial practice and produce results of adequate quality and quantity to reflect the team’s capabilities for innovation. 	20
Team-wise	<ol style="list-style-type: none"> 1. Whether the team is built up on scientific and reasonable principles and processes; whether the team has the knowledge, 	20

	<p>technology, and experience required by project development; and whether the team has a clear goal in mind.</p> <p>2. Whether the team has rational organizational structure, staffing, division of labor, competence structure, specialization structure, cooperation mechanisms, and incentive systems.</p> <p>3. Whether the team has an authentic and close relation with the project; how the team has invested in various aspects of the project; and whether there is potential for starting up businesses.</p> <p>4. The use of external resources such as supporting partners and their relationships with the project.</p>	
Business-wise	<p>1. The projects entered shall demonstrate a thorough and profound understanding of the industry, including its scale, growth rate, competition patterns, trends, and policies.</p> <p>2. The projects entered shall have a clear target market and reflect a thorough knowledge of the characteristics and needs of the target market; On this basis, the project team shall formulate reasonable marketing, operation, and financial plans and design holistic, innovative, and feasible business models to demonstrate its business thinking.</p> <p>3. Progress of project implementation; the project's role in promoting regional economic development and industrial transformation and upgrading; existing profitability or profit potential.</p>	20
Social value-wise	<p>1. The quantity and quality of jobs directly provided by the project.</p> <p>2. The ability and scale of the project to indirectly promote employment.</p> <p>3. Positive impacts of the project on social civilization, ecological conservation, and people's well-being.</p>	10

II. Key Criteria for the Higher Education Track: Emerging Project Category, Rising Project Category

Key Criteria	Details	Weighting
Education-wise	<ol style="list-style-type: none"> 1. The projects entered shall promote sound values, follow ethical norms, and contribute to the nurturing of innovation and entrepreneurship. 2. The projects entered shall follow basic innovation and entrepreneurship processes and logic, namely, to effectively combine industry expertise with business knowledge for transformation into business or social values; and demonstrate how education received by the entrants on innovation and entrepreneurship has shaped their basic quality and way of thinking. 3. The projects entered shall demonstrate a mastery and proficient application of knowledge (professional, business, industry knowledge, etc.) and skills (planning, organization, leadership, control, innovation, etc.) required for innovation and entrepreneurship; and reflect how education received by the entrants on innovation and entrepreneurship has improved their transferable skills. 4. The projects entered shall fully reflect the transferable skills and refined thinking of a project team to solve complex problems; and reflect how working on the project has honed and improved entrants' spirit, awareness, and capabilities of innovation and entrepreneurship. 5. The project entered shall fully reflect the achievements made by colleges/ universities in emerging engineering, medicine, agriculture and liberal arts, the support offered by colleges/universities in project cultivation and incubation, and the important role of models such as interdisciplinary research, specialization-innovation integration, industry-university-research coordinated innovation, and industry-education integration in project generation and implementation. 	20
Business-wise	<ol style="list-style-type: none"> 1. The projects entered shall demonstrate a thorough understanding of the industry, including its scale, growth rate, competition patterns, trends, and policies; have a clear target market and a profound awareness of its characteristics and needs; and have holistic, innovative, and feasible business models. 2. In terms of project performance, priority must be given to duration, revenue (contracts/orders), profits, sustained profitability, market share, clients (consumers), tax payment, and ROI. 3. In terms of management, whether there are clear development objectives; whether there are full-fledged systems covering R&D, production, operation, and marketing; whether there are advanced and scientific methods to ensure enterprises have strong competitiveness. 4. In terms of growth, whether there are clear, effective, and all-around corporate development strategies and reliable internal and external resources (human resources, capitals, technology, etc.) to achieve those strategies so as to sustain the competitiveness of enterprises. 5. In terms of cash flow and financing, importance must be attached to financing, access to funding, cash flow from business operations, financing demands, and rational use of fund. 6. The project's contribution to regional economic development and industrial transformation and upgrading. 	30

Team-wise	<ol style="list-style-type: none"> 1. Whether the team is built up on scientific and reasonable principles and processes; whether the team has specialized knowledge, skills, experience, and mature external resource networks required by project development; whether the team has a clear goal in mind. 2. Whether the enterprise has a rational organizational structure, clear leadership, and scientific decision-making mechanism; whether there are reasonable post setting, division of labor, competence and specialization structure, sound internal communication mechanisms, rational ownership structure, and incentive systems. 3. Various investments made by the team in the project and the stability of team membership. 4. The use of external resources such as supporting partners and their relationships with the enterprise. 	20
Innovation-wise	<ol style="list-style-type: none"> 1. The project entered shall follow the general process of innovation, i.e., from creative ideas, R&D, trial production, formal production, to market entry, so as to transform ideas into practice and to move from basic R&D to application R&D. 2. The project team shall apply their expertise and various innovative ideas and paradigms to address the actual social and market needs. 3. The projects entered shall focus on the innovation of products, processes, services, and business models in its innovative and entrepreneurial practice and produce results of adequate quality and quantity with corresponding market return. 4. The projects entered shall reflect coordinated progress of innovation in strategies, procedures, organizations, systems, and culture, as well as effective innovation management to keep the enterprise highly competitive. 	20
Social value-wise	<ol style="list-style-type: none"> 1. The quantity and quality of direct jobs directly provided by the project. 2. The ability and scale of the project to indirectly promote employment. 3. Positive impacts of the project on social civilization, ecological conservation, and people's well-being. 	10

