

**Startups to Business Bootcamp**

# **S2B Startups to Business Training Program Application Guide**

Advisor:  Small and Medium Enterprise Administration,  
Ministry of Economic Affairs

Organizer:  Footwear & Recreation Technology Research  
Institute  
S2B Startups to Business Accelerator

March-2021

## **I. Purpose**

S2B Startups to Business Accelerator aims to establish an ecosystem of innovations. We're looking for startup companies that can solve actual problems or construct far-reaching innovations, without limitations on specific areas or technologies and applicable to the lifestyle industry. For instance, artificial intelligence (AI), big data, IoT, and any new brilliant ideas. As long as you have started to build the product prototype or launched to the market, the S2B Accelerator is here waiting for you!

Show us and present it in detail how this business, technology or other necessary skill can enhance your team and product and that you have thought about the business model carefully. After completing the training, we will need you to join the S2B Startups to Business Accelerator to support and assist the future selected startup companies, aiming the creating an ecosystem of innovations!

## **II. Entry requirements**

- (i.) To meet the topic of submission.
- (ii.) Startup news or companies that have been established in less than three years (based on the application date).
- (iii.) 2 – 5 members per team.
- (iv.) Priority is given to:(Alternative)
  1. Non-Taiwanese members account for 50% or above of the total team members: Plus 40% of the total score.
  2. College or university students account for 50% or above of the total team members: Plus 30% of the total score.

## **III. Coaching program**

- (i.) Pitch deck diagnosis (provided to the contact window of the program no later than one month prior to the application deadline).
- (ii.) Business coaching, demo show planning, and fundraising presentation.
- (iii.) Business opportunities matchmaking.
- (iv.) Investor matchmaking.

## **IV. Topic**

“Lifestyle technology”: Material technology, sensing technology, process technology, experience technology, Internet of Things (IoT), artificial intelligence (AI) used in the fashion industry (shoes/bags/accessories)

## **V. Submission**

- (i.) Team-up
  1. The team must designate one person to be the leader and the primary contact person.
  2. Registration based on teams (cross-school or cross-institution teams are welcomed).

3. The work submitted to the competition (creative idea/technology) must be original with no act of plagiarism.
- (ii.) Registration
- Complete the online registration on the program's official website ( <http://s2b.bestmotion.com/en> ) before 17:00 on August 12<sup>th</sup>, 2021. You must fill the online registration information and upload the Warranty Agreement (Attachment 1-1), the Consent Letter of Personal Data (Attachment 1-2), and the preliminary proposal.
- (iii.) Preliminary proposal
- A. Upload a introductory idea video of 30 seconds
    - (1.) Content: product features, team composition (professional background, school or in-service unit).
    - (2.) Format: MPG, MPEG, AVI, MOV, WMV, ASF, MP4, M4V, MP3, FLV (do not save it in a DVD)
  - B. Pitch deck of 15 pages
    - (1.) Content: Product ideas, target markets, innovative design concepts (innovative concepts, startup value, competitive advantages), entrepreneurial concepts (realizability and expected benefits), financial planning, and team introduction. Please refer to the “Startup Pitch Deck” for the details (Attachment 1-3).
    - (2.) Format: PDF
  - C. The team will be disqualified if it fails to upload the preliminary proposal within the deadline.
  - D. Results announcement of the preliminary round
    1. Winners of the preliminary round are estimated to be announced in early August, admitting 5 – 10 teams (no more admissions even if there are less than five qualified teams; teams with the same scores will be additionally admitted even if more than ten qualified teams.) Some teams will be elected on the waiting list.
    2. Winners of the preliminary round shall confirm their willingness to participate in the competition within the designated deadline. Vacancies will be filled up by the teams on the waiting line.
  - E. Demo show pitch
    1. The final round will take place on mid of September, 2021. The winning teams of the preliminary round shall participate in the entire training program organized by the Organizer to be able to qualify for the final round.
    2. The winning teams of the preliminary round shall send the competition entries via post (based on the postmark) or personal delivery to the Organizer before 17:00 on September 1<sup>st</sup>, 2021. The competition entries shall be exhibited (via computer or product itself) on the day of the final round. The entries must be sophisticated, complete, and must comply with the requirement of originality. The contestants must take full responsibility if the score is affected by the prototype product. The contestants must take full responsibility if the

product is damaged by logistics.

3. The teams will have a demo show pitch of three minutes in the final round. The pitch deck must be provided to the Organizer before the demo day.

## **VI. Evaluation criteria**

- (i.) Preliminary selection
  1. Potential business opportunities. 20%
  2. The composition integrity of the startup team. 20%
  3. Innovative degree of the technique, product, or business model. 30%
  4. Market feasibility and value. 20%
  5. Market scale of the product/service. 10%
- (ii.) Demo show pitch
  1. Integrity of the plan. 30%
  2. Investment value. 20%
  3. Competitive advantages of the product/service. 20%
  4. Integrity of the prototype or business model. 20%
  5. Team's execution (e.g. startup passion and commitment, complimentary abilities, etc.) 10%

## **VII. Prizes**

- (i.) Prize amount
  1. Outstanding Startup Prize:  
One (1) winning team will be announced on the final round and will win NTD 50 000 startup reward (collected by the Leader's account) and NTD 150 000 startup fund (collected by the company's account).
  2. Potential Startup Prize:  
One (1) winning team will be announced on the final round and will win NTD 20 000 startup reward (collected by the Leader's account) and NTD 60 000 startup fund (collected by the company's account).
  3. Corporate Sponsor:  
One (1) winning team will be announced on the final round and will win NTD 30 000 startup reward (collected by the Leader's account)
- (ii.) Startup Reward and Startup Fund
  1. The winning teams of the "Outstanding Startup Prize" "Potential Startup Prize" and the "Corporate Sponsor" may obtain a total prize of NTD 200 000 NTD 80 000 and the NTD 30 000 separately. The teams must submit the application based on the "Guidelines of Startup Reward and Startup Fund" within one year of time, starting on the day of the announcement of the winning teams. Applications submitted after the deadline shall be deemed as unconditional renouncement.
  2. The application process of the Startup Reward and Startup Fund

is briefly described in the following (please refer to the “Guidelines of Startup Reward and Startup Fund” for the details):

- The Startup Reward is collected by the Leader’s account and the members shall decide the reward allocation; the Organizer will not interfere in the reward allocation.
  - The winning teams of the Startup Fund will obtain the Startup Fund based on the prize planning once the company is established and registered and has provided the relevant documents for inspection. The Startup Fund shall only be transferred to the bank account of the startup company.
  - The registration date of startup company establishment must be completed one year before the announcement of the results of the preliminary round winner announcement or one year after the final round winner announcement. The payment date of the Startup Fund shall comply with the planning and scheduling of the annual accounting year budget of this plan. The team may confirm with the contact window when submitting the application forms.
- (iii.) If the selected team cannot attend any of the major training set by the Organizer (please refer to the "Team Warranty Agreement"), it shall be deemed as disqualified.
- (iv.) The various startup rewards and funds are provided for the team to cover its expenses during the startup process. The team can use its own wish. Please refer to the “Guidelines of Startup Reward and Startup Fund” for further details.
- (v.) The winning team members shall decide the allocation of the rewards and sign the Reward Receipt and the Investment Declaration; the bank account shall also be provided for remittance (the transaction fee will be deducted from the prize).
- (vi.) Income-tax tax-deduction (10%) shall be applied to the Taiwanese members who obtained more than NTD 20 000 of the reward based on the Act of Tax. Income-tax tax-deduction (20%) shall be applied to the members of foreign nationalities based on the Act of Tax
- (vii.) The prizes are decided by the resolution of the jury committee. "No-winner" may occur if the circumstances decide so.
- (viii.) Contestants who fail to complete the program as stated in the rules shall be considered as disqualified.

## **VIII. Rights**

- (i.) The startup team who is registered in the program may use the resources provided by the program in different phases.
1. Space resources: To apply for a startup place in the Incubator Center of Footwear & Recreation Technology Research Institute and to enjoy the startup service resources.
  2. Event resources: To have access to the online startup video classes and participate in the startup series event for free.

3. Training resources: To participate in the Startup Bootcamp for free at a certain phase.
  4. Technology resources: To apply for the technology or manufacturing of the prototype and other relevant resources to this program.
  5. Professional-mentor resources: To apply for matchmaking with an exclusive professional mentor(s) of the industry in a certain phase.
  6. Capital resources: To have fundraising in the Angel Investor Matchmaking organized in the program and to have recommendations to apply for the Angel Investor Program of the National Investment Fund and GISA depending on the development stage and capital necessity of the startup team.
- (ii.) The selected startup teams may enjoy specific preferential programs or services of specific sponsored companies.
1. Time: From the day of the "Opening Ceremony" of that year to one year starting from the day of the "Final Round and Award Ceremony"
  2. The specific preferential programs or services include:
    - (1.) Financial accounting consultation services.
    - (2.) Exclusive professional mentoring of the professionals in the industry (by appointment).
    - (3.) Company establishment registration services and others.
  3. The sponsoring companies reserve the rights to alter the preferential programs or services.

## **IX. Obligations**

- (i.) The "competition entries (idea/technology)" mentioned in the Warranty Declaration shall be the originality of the signing party, shall not be plagiarized from a third party, and shall comply with all relevant regulations of the competition.
- (ii.) The signing party shall guarantee the ownership or right of ownership to use the intellectual property rights of the "competition entries (idea/technology)" and shall guarantee that the "competition entries" do not infringe upon a third party's intellectual property right.
- (iii.) At least 2 to 5 members of the startup team shall attend the selection period of the program, and the technology owner must attend all major events of the program, including the S2B opening ceremony, the Startup Bootcamp, and the result exhibition/matchmaking event, or otherwise, the team shall be considered as disqualified.
- (iv.) The signing party agrees to cooperate with the following items during the execution period of the program after winning the startup prizes:
  - (1.) Subsequent follow-up of the program results: To provide relevant description and information of the operations after the company's establishment, the operative performance, fundraising, etc.

- (2.) To assist in the promotion of S2B: To share the experiences and results with texts, videos, photos, and others.
- (3.) Follow-up of the talent training: To track each team member's startup life and development in line with this program.
- (v.) The signing party agrees to authorize the aforementioned information for the program to use them pro-bonus at various results presentations, exhibitions, publicities, sharing and other activities.
- (vi.) To virtually station at FRT Incubation Center Team (Attachment 1-4).
- (vii.) Please refer to the Team Warranty Declaration (Attachment 1-1) for further details.

## **X. Miscellaneous**

The Organizer is entitled to the right to modify the program and the schedule of the activities and the right of interpretation. Other uncovered matters shall be handled in accordance with the regulations of the Footwear & Recreation Technology Research Institute and other relevant laws and regulations.

## **XI. Contact information**

Contact Person: Winnie Chan

Tel: (04)2359-0112 ext. 329

Fax: (04)2350-4440

E-mail: [frt.incubator@gmail.com](mailto:frt.incubator@gmail.com)

Delivery address:

To: S2B Startups to Business Accelerator

Footwear & Recreation Technology Research Institute

No. 11, Gongyequ 8th Rd., Xitun Dist., Taichung City 40755

Official website: <http://s2b.bestmotion.com/en>

## **“S2B Startup Bootcamp Program” Team Warranty Agreement**

1. The “Competition Entries (idea/technology) submitted by the Startup Team (the Signing Party) to participate in the “S2B Startup Bootcamp Program” (hereinafter referred to as the “Program”) and mentioned in the Warranty Agreement is the originality of the signing party, are not plagiarized from a third party, and comply with the relevant regulations of the competition.
2. In the event of ineligible qualifications, incomplete information, or inconsistencies with experience and facts in the registration, which affect program training, selection, or other rights, the signing party must immediately provide a description or amendment based on the indications of the program. If the team that fails to cooperate shall be deemed as disqualified and shall immediately return the various startup rewards and startup funds to the Organizer.
3. The signing party shall guarantee the ownership or ownership of the right to use the intellectual property rights of the "competition entries (idea/technology)" and shall guarantee that the "competition entries" do not infringe upon a third party's intellectual property right. In the future, if it is ascertained that the signing party's competition entries is/are partially/wholly plagiarized from a third party, the qualification must be annulled, and the various startup rewards and startup funds shall be immediately returned to the Organizer.
4. If the Organizer must compensate a third party or has any other loss or damages due to the signing party's plagiarism of a third party, or the Organizer is asked to compensate by a third party as the third party's business secret, intellectual property right(s) or other relevant rights is/are infringed due to the signing party's plagiarism of a third party, or the Organizer's interests have been damaged, the signing party shall be responsible for all the compensations and bear all legal responsibilities.
5. During the selection period, the signing party must attend all major events of the program, including the S2B opening ceremony, the Startup Bootcamp, and the result exhibition/matchmaking event, or otherwise, the team shall be considered as disqualified.
6. The signing party agrees to follow the jury's professional opinions and change the field in order to facilitate the Organizer's planning of the follow-up coaching and to sign the Field Change Declaration without objection.
7. The Signing Party agrees to cooperate with the FRT incubation program's performance follow-up after obtaining the program's training and resources.
8. The signing party agrees to authorize the aforementioned information (including the texts, videos, and photos) for the program to use them pro-bonus at various results presentations, exhibitions, publicities, sharing and other activities of the Footwear & Recreation Technology Research Institute.

9. Whether the startup team has established a company
- Yes ( the company has been established for more than three years;  the company has been established for less than three years)
  - No

Signing Party's Signature:

Team composition –

Leader / Contact person's name:

Signature:

Member(s)' name(s):

Signature(s):

## **“S2B Startup Bootcamp Program”**

### **Consent Letter of the Usage of Personal Data by Footwear & Recreation Technology Research Institute**

This is a statutory notification to inform you when collecting your personal data according to Article 8 of the Personal Data Protection Act.

1. Collector’s name: Footwear & Recreation Technology Research Institute (hereinafter referred to as “FRT”).
2. Collector’s purpose: FRT’s purpose of collecting your personal data is to carry out various scientific and technological research activities, scientific and technological talent management, membership and customer management, marketing, internal statistical surveys and analysis, and FRT’s legal obligations according to law. The specific statutory purposes are: 040 Marketing, 075 Technology administration, 078 Planning, regulatory assessments, and other research management, 090 Consumer and client management service, 129 Accounting and related services, 130 Meeting management, 172 Other public units and divisions (including administrative corporations, government-funded corporations, and other public corporations)’ executive business, and 181 Other operations that are subject to business registration items or the articles of association.
3. The collected personal data category:
  - Identification of the individual: such as name, address, telephone, e-mail, etc.
  - Identification of the finance: such as the account.
  - Identification in the government’s data: such as the National Identity Number or the passport number (foreigner).
  - Personal description: such as gender, nationality, birth date, publications, etc.
  - When you use the website of our organizations, we use cookies to manage and record your activities, including your IP address, browser, time and other traceable data.
  - The above categories belong to the collection category of the Personal Data Protection Act: C001, C002, C003, C011, C051, C052, C056, C061.
4. Usage time, place, object and method:
  - The usage period of the personal data consists of the existing period of the organization or business; the place of usage is not determined.
  - To announce the various business to be executed for the purpose of FRT’s collection, including the necessary communications and notifications for the execution of our business.
  - To receive newsletters, messages or other periodic and nonperiodic messages that you choose to receive regularly when you provide your personal data.
  - To be reviewed in the official letters and notifications by the government authority and the supervisory authority of the business objective based on their legal duties.
  - To collect, process and use your personal by the FRT outsourced suppliers on behalf of FRT.
  - To carry out necessary joint-marketing and notifications with the co-organizers who are nonperiodically announced on FRT’s website. Please check the list on our website.
5. Rights and interests of the personal data: You may exercise your personal rights under Article 3 of the Personal Data Protection Act. To exercise your rights, please contact or email the FRT staff. Email: [frt.incubator@gmail.com](mailto:frt.incubator@gmail.com)
6. When FRT collects your personal data, there are some columns labeled as selective. If you choose not to provide such personal data, it will not affect your rights.
7. FRT is entitled to the right to amend this notification letter and to notify you with the contact you provided or announced it on the website upon amendment. If you do not file an objection or continue using FRT’s services, it shall be considered as having your agreement on the change made by FRT.
8. If you cannot provide the personal data necessary for the operations, FRT shall not be able to provide you the relevant services or process your business.

All members of the team agree and confirm the above clauses notified by the Footwear & Recreation Technology Research Institute, including the team’s basic information, the team’s warranty declaration and the consent letter of the personal data.

**Signing Party’s Signature:**

**Team composition –**

**Leader / Contact person’s name:**

**Signature:**

**Member(s)’ name(s):**

**Signature(s):**

## **“S2B Startup Bootcamp Program” Startup Pitch Deck**

- (I) The team’s introduction shall be presented in a video of no more than 30 seconds. All members should be part of the shooting and should appear in the video.
- (II) The Startup Pitch Deck’s planning template (no more than 15 pages): The layout-template provided by the Organizer is for reference only. You may modify the highlights and layouts, without the need to follow the exact layout. However, it is suggested to include the following: **Product ideas, target markets, analysis of the competitive advantages, business model, financial assessment, and team introduction**. The team that intends to participate in the competition must upload the video to YouTube and set privacy as public. Fill the link of the video in the registration system.

### 1. Description of the product idea:

- 1.1. What problem can this product/service solve for the customers? What needs does it satisfy?
- 1.2. The innovation and core technology of the product/service.
- 1.3. Feasibility of the core technology or liberty of the authorized usage.
- 1.4. Is the prototype already developed or verified by concepts? If not, please briefly describe the verification plan of your concept.

### 2. Target market, market scale and size, and analysis of the competitive advantages:

- 2.1. Target market and scale.
- 2.2. The market share, advantages, and disadvantages of the existing and potential primary competitors.
- 2.3. The competitive advantages and expected market share of your product/service.

### 3. Business model:

- 3.1. How to manufacture, market or distribute your product?
- 3.2. How to get your first order?
- 3.3. Cost and pricing strategy.
- 3.4. How to profit?
- 3.5. Short-term, mid-term, and long-term business plans.

### 4. Financial planning:

- 4.1. Company’s capital structure (including own funds, loan amount, etc.)
- 4.2. Revenue source (technical licensing, authorized distribution, or self-sale?)
- 4.3. Fund allocation/proportion.
- 4.4. Financial status forecast.

### 5. Team introduction and experiences:

- 5.1. Team member composition and major duties in the division of work.

- 5.2. Team member's experiences and awards.
- 5.3. Any non-member's cooperative partners? (such as mentors and counselors)
- 5.4. Product-related patents possessed by the team.

**Business Coaching Agreement of the Small  
and Medium Enterprise Incubators of  
Footwear & Recreation Technology Research  
Institute**

**Name of the manufacturer:**

# **Business Coaching Agreement of the Small and Medium Enterprise Stationing in the Incubation Center of the Footwear & Recreation Technology Research Institute (FRT Incubation Center)**

Party A: Footwear & Recreation Technology Research Institute

Party B:

Party B must accept Party A's operative coaching when applying to station in Party A's startup incubation center. After the application is approved by Party A, Party A shall sign this Agreement with Party B in regards to the operative coaching clauses based on the FRT Incubation Center Operation and Management System approved by the Small and Medium Enterprise Development Fund. Both Parties agree to follow the following business coaching clauses:

- I. Name of the business project:
- II. Content of the business project: Refer to the attached \_\_\_\_\_business plan, which is considered as part of this Agreement.
- III. Station period: \_\_\_\_\_, a total of \_\_ months.
- IV. To optimize the coaching performance, both Party A and Party B agree on the counseling memorandum and counseling schedule on the following matters based on Party B's business plan and within one month of Party B's stationing. The coaching items are listed in the attachment.
  1. Experimental research and testing services.
  2. Introduction and development consulting of technology.

3. Business management and consulting.
  4. Computer, business management, and technical expertise training.
  5. Office business services.
  6. Business marketing and publicity.
  7. Production planning.
- V. In order to execute the aforementioned coaching items, Party A shall recommend Party A's existing services to Party B, and Party B may use such services by paying the fee set by Party A. However, if Party A's service is subsidized by the Small and Medium Enterprise Development Fund, such service must be charged in line with the fee set by the Fund or be provided without cost.
- VI. Party A shall provide access security facilities. Party B should keep the business secrets, technical documents or finished product formulas and other confidential information properly. Party A shall not be responsible for the documents and shall not provide separate management of the documents.
- VII. To learn Party B's business performance, Party A shall ask Party B about the work progress every month and to provide a progress report every three months. The report shall include the status of research & development, sales, and finance, as well as any difficulties or bottleneck.
- VIII. As Party B obtains various assistances from Party A during its stationing, both Party A and Party B agree to negotiate and sign a compensation clause, so that Party B will repay Party A in a modest manner based on its ability and status. Such repayment is provided to Party A to use as future sustainable capital.

- IX. During Party B's stationing, Party B shall comply with the regulations set in "FRT Incubation Center Regulations of Coaching, Management, and Assessment methods". In the event of any violation of such regulations, Party A is entitled with the right to terminate the Agreement based on this regulation, while Party B shall not have any objection.
- X. Upon the successful business operation during its stationing and quick growth of business scale, Party B may apply to terminate the Agreement with Party A in advance.
- XI. Three months prior to the expiration of the stationing, Party A shall notify Party B in written notice regarding the matters that should be completed in the final quarter by both parties. If there is no particular reason or cause, Party B shall unconditionally move out within the last month before the expiration of the stationing. However, if Party B believes that the moving may cause poor performance or other risks after assessment, Party B may apply to extend for one more year. Both Parties may otherwise sign another business coaching agreement after being evaluated by the Project Manager.
- XII. In the event of breaching the Agreement or the arising of any dispute, both Parties agree to solve the matter based on negotiation first. In the event of any litigation involving the Agreement, both Parties agree to have Taiwan Taichung District Court as the court of first instance.
- XIII. For any uncovered matters in the Agreement, both Parties agree to amend or modify upon the consent of both Parties.
- XIV. This Agreement is made in two originals and two duplicates that

shall be held by each party.

## Signing Parties

Party A: Footwear & Recreation Technology Research Institute

General Manager: Liu, Pao-Pao

Party B:

Person in charge:

Date: