



Tongali idea pitchcontest 2019

Application Guidelines

Content

What is idea pitch contest?.....	1
About application.....	1
Application period	1
Qualification requirements.....	1
Application procedure	1
Points to remember	2
Pre-selection	2
Content of pre-selection	2
Examination criteria	2
Judge	3
Results of pre-selection	3
Final Selection.....	3
Content of final selection	3
Examination criteria	3
Judge	4
Award	4
For award winner.....	5
Obligations for awards team	5
About activity support fund	5
Others.....	6



What is idea pitch contest?

We are going to hold idea pitch contest on November 15th (Fri) for students (undergraduates, postgraduate students and post-doctors) belong to all Universities in Aichi Prefecture, Gifu Prefecture, Mie prefecture and Osaka University (EDGE-NEXT cooperating organization).

We welcome any interesting ideas such as; developing new business, new business with companies, social contribution, raising student events. We evaluate the excitement, novelty and originality of ideas.

Top five teams will be supported 100,000 yen to start the activities, and there are also special awards from supporter organizations and companies. Teams that won the Excellence Award in this contest will receive supports to try out realization of the idea, such as such as granting the right to challenge the Silicon Valley training in the United States.

We look forward to receiving your applications!

About application

Application period

October 7th (Mon)- 30th (Wed), 2019

Qualification requirements

An individual or a team consisting of student representative from universities (undergraduates / graduate students or postdoctoral fellows) in Tokai area (Aichi / Gifu / Mie prefecture) and Osaka University.

Application procedure

1. Apply via website [[idea pitch contest 2019](#)]
2. Prepare 3 minutes presentation for pre-selection



3. November 1st (Fri) Pre-selection



Passing pre-selection



4. Submitting idea pitch application form by November 10th (Sun)

5. November 15th (Fri) Final selection

Points to remember

- One representative can only apply one plan. However, it is possible to join another team as a member.
- If you want to make realize your idea, sharing with others is a shortcut. However, we cannot guarantee there will not plagiarism and imitation of excellent ideas. So we suggest to apply intellectual property rights before presenting in public. If you need, please consult with Tongali project secretariat.
- Applicants are responsible for infringement of copyright of ideas. Tongali project is not involved.
- We will not evaluate ideas those judged as inappropriate.

Pre-selection

Date and Time : November 1st (Fri) 2019 16:00 ~ 21:00

Venue : National Innovation Complex (NIC) 1F Idea Stoa, Nagoya University

Content of pre-selection

Applicants give 3 minutes presentation and will have QA session 5 minutes. There will be no public audience.

Examination criteria

The examination will be based on the presentation and QA. Criteria are as follows.

1. Excitement (The whole idea is attractive)
2. Novelty / Originality (Characteristic of ideas, Competitive)
3. Marketability / Future prospects (Clear market needs and demand are expected and



- provision for the future development)
4. Enthusiasm / Motivation (transmission of ideas and enthusiasm)
 5. Presentation (Skillful and clear)

Judge

- Takashi Tsutsumi Learning Entrepreneur's Lab Co.Ltd.
- Yuichi Morito Knowledge Network Inc.
- Keiko Watanabe NewsPicks, Inc.

Results of pre-selection

The results will be announced immediately at the venue. In addition, the representative will be notified by email.

The qualified team must submit idea pitch contest application form by November 10th (Sun) to participate final selection.

Final Selection

Final selection: November 15th (Fri) 16:00 ~19:30 Idea Pitch Contest

19:30 ~ 20:30 Meeting for information exchange

Venue : [Nagono Campus](#) 1F Coworking space (HOME ROOM)

(2 chome 14-1Nagono Nishi ward, Nagoya city, used to be Nagono Primary school)

Content of final selection

Applicants give 3 minutes presentation and will have QA session 4 minutes.

Examination criteria

The examination will be based on the application form, presentation and QA. Criteria are as follows.

1. Excitement (The whole idea is attractive)
2. Novelty / Originality (Characteristic of ideas, Competitive)
3. Marketability / Future prospects (Clear market needs and demand are expected and



- provision for the future development)
4. Enthusiasm / Motivation (transmission of ideas and enthusiasm)
 5. Presentation (Skillful and clear)

Judge

- Akihiro Sasoh (chair) Academic Research and Industry-Academia-Government Collaboration, Nagoya University
- Naoto Okamoto R-pro co.,ltd.
- Yuko Kitaoka Japan Venture Capital Co., Ltd.
- Tomoko Ninomiya STRIPE INTERNATIONAL INC.
- Takahiro Makino Mirai Project Co., Ltd.
- Takumi Inoue Idea Pitch Contest 2016 Excellence Award, School of Medicine, Nagoya University 5th year

Award

- Tongali Award (Excellence Award) (5 teams)
 - ◇ Activity support 100,000 yen /team
 - ◇ Able to use [Tongali house](#)
 - ◇ Provide practical supports to start business
- Supporter Awards
 - ◇ International Conglomerate of Distribution for Automobile Holdings Co.,Ltd.
 - ◇ KPMG AZSA LLC
 - ◇ SMBC Nikko Securities Inc.
 - ◇ Daiwa Securities Co., Ltd.
 - ◇ Chukyo Television Broadcasting Co., Ltd.
 - ◇ Tokai Tokyo Securities Co., Ltd.
 - ◇ Toho Technology Corp.
 - ◇ Nagoya City Guarantee Association
 - ◇ Nomura Securities Co., Ltd
 - ◇ Nippon Venture Capital Co. Ltd.
 - ◇ Marubeni Corporation

- ✧ MITSUI & CO., LTD.
- Overseas Challenge Award (two team)
 - ✧ Giving chance to participate training in Silicon Valle, US (March 9th -14th 2020)
- Audience Awards
- Academic Research and Industry-Academia-Government Collaboration promotion, Nagoya University Chief Awards

For award winner

Obligations for awards team

- We will hold a briefing session on awards team on how to use the activity support funds during the fourth week of November. At least one of the members are required to attend.
- Participate seminars for awards team
December 7th (Sat) 2019, January 11th (Sat), January 25th (Sat), and February 22nd (Sat) 2020
- Mentoring service by URA and faculty members of the university once a month.
- Present about your activity after winning the contest at seminar on February 29th, 2020.
- Submit activity report and financial report
- [For Overseas Challenge Awards team] Participate business English training (dates are TBD)

About activity support fund

Use the funds effectively for entrepreneurial activities and submit (1) activity report and (2) accounting report.

Prior to the grant of the fund, we ask you to submit a commitment form.

We assume that the following are the example of usage. For other uses, please contact the Tongali Project Secretariat.



1. Survey costs
2. Advertising and public relation expenses
3. Consumables, communication, transportation, rent, travel, utility water, printing, materials
4. Expenses required for purchasing and repairing machinery and tools necessary for establishment
5. Expenses required to acquire program usage rights
6. Raw material costs for business promotion
7. Subcontract processing cost

Others

You may be required to return part or all of the fund if any of the following apply:

1. When you became non-student.
2. When disciplinary action is taken in accordance with the punishment provisions of the university you belong to.
3. When reporting duties (activity report, financial report) are not fulfilled.
4. When entrepreneurial activities are suspended due to injury or other reasons.
5. When the planned entrepreneurial activities is significantly delayed.
6. In addition, when it is judged to be significantly contradict to the purpose of the fund.