



國立臺灣大學 管理學院  
College of Management  
National Taiwan University

# GMBA x FET Business Proposal Competition Information Session

Audrey Hsu &  
Charles Chang  
2022/3/2

# Agenda

- Opening Speech 5 min Audrey Hsu
- BPC Introduction 15 min Charles Chang
- FET Topic I Briefing 15 min Charles Chang
- FET Topic II Briefing 15 min Charles Chang
- Q&A 10 min Charles Chang



# Jia-King Chang ( Charles ) 張佳欽



**Education : NCTU Bachelor , NTU EMBA**

**Working Experience :**

- 1982-1995 IBM Marketing Manager
- 1996-2006 GE JV Founder & CEO
- 2006-2016 HTC Corp.
  - Asia Sales / Marketing / Operation
  - Head Of Global Sales System
- 2016 - Now
  - NTU GMBA Adjunct Professor
  - NTU Garage Entrepreneurship Mentor
  - Enterprise Business Consultant  
Strategy , Innovation &  
Transformation



# NTU GMBA x FarEasToneTelecom + **BUSINESS PROPOSAL COMPETITION**

**TOTAL CASH PRIZE  
UP TO \$200,000NTD**

Open to all NTU Student and each team must have at least one CoM Student

## SCHEDULE

- 3/02 Info Session
- 3/14 Competition Registration Deadline
- 3/22 Visit FET Booth @ Smart City Expo
- 5/11 Proposal Submission Deadline
- 5/18 Finalist Announcement
- 5/25 Final Presentation

## COME TO OUR INFO SESSION

March 2nd 12:30 – 14:00  
@ RM 103, Bldg 1, CoM



# BPC Introduction - I

- GMBA+FET Business Proposal Competition welcome **all NTU students** to participate
- Each team is up to **4** persons, at least **one from COM**
- Team registration will be due on **March 14 12:00**
- Visit FET Booth @ Nankang Smart City Expo. on **3/22**
- Learn OGSM Framework on **3/30 12:30-14:00** :
  - Identify Topics **O**bjectives ,
  - List Down Clear & Solid **G**oals
  - Develop Executable **S**trategies ,
  - Concrete **M**easures With Actions Plan



# BPC Introduction - II

- **5/11 12:00** Proposal submission due
- **5/18 12:00** Announce Finalists teams
  - Judges : NTU x2 & FET x3
  - Will pick up **5** teams in each topic
- **5/25 14:00** Finalists Presentation :
  - **15** min Presentation + **5** min Q&A
- Proposals should be in **PPT** & **English** format.
- Each team can submit **one or two** topics proposals.



# BPC Introduction - III

- 5/25 Announce the winners for each topic
  - Champion : NTD 50,000
  - First Runner Up : NTD 30,000
  - Second Runner Up : NTD 20,000
- Collect winners personal / bank information
- FET will wire cash to individual bank account
- FET group may offer Summer Internship



# Topic-1: Cloud



NEXTLINK  
博弘雲端科技 | 雲服務專家



MICROFUSION  
宏庭科技 / 雲端整合專家

## Topic Description:

Cloud services have transformed the IT ecology continuously, bringing lots of paradigm shifts to the market.

Please select **an industry** in your **target market** (country, region) and propose public **cloud applications** for this industry accordingly.

# Topic-1: Cloud

## Hint :

1. COVID-19 has drastically changed the way people work and do business while driving innovation across many industries. Among the evolutions, cloud service is an important driver of these innovations. This topic is focused on the market development of the public cloud, try to illustrate the business plan from the following perspective.
2. Indicate the potential market size and current status of the target industry using cloud services, and discuss the differences as well as the reasons for the gaps.
3. According to the difference between the market potential and the current situation, craft the go-to-market (GTM) strategies, product solutions, planning for local business, and marketing activities.



# Topic-1: Cloud

## Hint :

4. In your strategy, if cooperate with local 3rd party partners (ISV, SI, ...etc) are included, please describe the reasons for choosing these partners, and analyze the complementarities, advantages, and disadvantages of cooperation.
5. In addition to the commercial aspect, please describe how to differentiate from the technical aspect and gain a competitive advantage while entering the market
6. Please describe the requirements you fulfill and the values delivered based on the services provided.

# Topic-1: Cloud

## Rubrics

- Industry Analysis: 15%
- Competitive Strategy: 15%
- Go to Market Strategy: 15%
- Technical Strategy: 15%
- Value proposition: 15%
- Overall Completeness/Business Scalability: 25%



# Topic-2: Telemedicine

## Topic Description:

COVID-19 has changed the health care ecosystem and the future health care delivery model. Please tell us how to launch a Telemedicine product or service in your country (**Southeast Asia, India, Baltic States or China**) from an entrepreneur's perspective.

( Please Exclude Taiwan Market in your proposal )



# Topic-2: Telemedicine

## Rubrics

1. Industry Analysis: 15% (e.g. Relevant regulations and policies, market size and demand, target audience)
2. Competitive Strategy: 15% (e.g. Advantages over competitors, bargaining power of purchasers)
3. Go to Market Strategy: 15% (e.g. Sales model, marketing method, channel)

# Topic-2: Telemedicine

## Rubrics

4. Technical Strategy: 15%
5. Value proposition: 15%  
(e.g. According to the previous analysis, what is the value that the product can bring to the consumer or user?)
6. Overall Completeness/Business Scalability: 25%  
(e.g. The proposal can include financial models such as cost analysis, fundraising plans, visions)

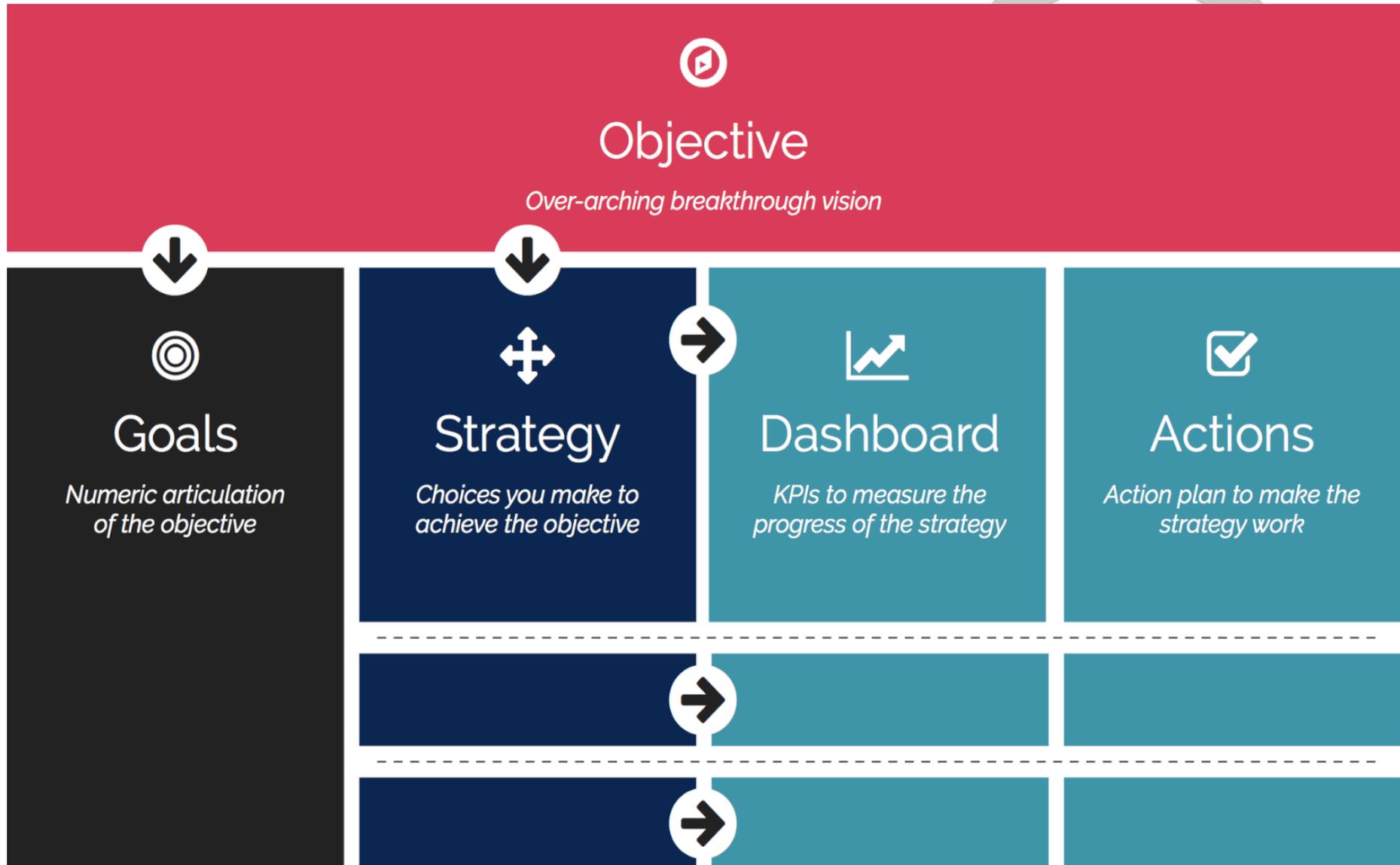
# OGSM Introduction



What is OGSM?



# 3/30 12:30-14:00 OGSM Framework





What is OGSM?



# Final Proposal Presentation

- Pick Up the topic
- **Topic I : Cloud Computing Services**
  - Pick up the target country to serve
  - Define the target industry or industries
  - Include OGSM process in your proposal
- **Topic II : Telemedicine Services**
  - Pick up the target country to serve ( Excl. Taiwan )
  - Include OGSM process in your proposal
- Please keep your PPT not exceed **15 pages**  
( **Extra PPT for the possible Questions in Q&A** )
- **Rehearse , Rehearse and Rehearse**



# BPC Schedule Plan

#	Description	Date	Time	By	Venue
1	FET BPC Info. Session	3/2	12:30-14:00	Audrey Charles	COM#1 R103
2	Competition Registration Due	3/14	12:00	NTU GMBA	NTU
3	FET 2 Topics Briefing	3/16	12:30-14:00	FET/Charles	COM#1 R104
4	FET Booth @Smart City Expo	3/22	14:00-16:00	FET/Charles	Nankang
5	OGSM Tool Workshop	3/30	12:30-14:00	Charles	COM#1 R104
6	FET 2 Topics Q&A Sessions	4/13 4/27	12:30-14:00	FET / Charles	On-Line
7	Proposal Submission Due	5/11	12:00	NTU GMBA	NTU
8	Finalist Teams Announcement	5/18	12:00	NTU GMBA	NTU
9	Finalist Teams Presentation ( 15+5=20 min/team )	5/25	14:00-18:00	FET / GMBA	COM#1 R104

# Contact us for any questions

GMBA NATIONAL TAIWAN UNIVERSITY 遠傳 FET NEXTLINK MICROFUSION

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1. Please Join line Group  
( [FET BPC Student Teams](#) )

2. Contact us :  
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