**Call for Application**

**The 2nd Regional Business Plan Contest 2017**

**(Cambodia-Laos-Vietnam)**

***Contest Date: Saturday, July 22, 2017, Venue: CJCC, Phnom Penh, Cambodia***

**Background**

Following the 1st Regional Busineess Plan Contest held in Lao-Japan Institute (LJI) in July 2016, Cambodia-Japan Cooperation Center (CJCC) will organize the 2nd regional business plan contest, intentionally to strengthen the relationship among Japan Cooperation Centers in the region as well as to develop high-competent human resources for encouraging the spirit of entrepreneurship and the economic growth in Cambodia, Laos and Vietnam.

Qualified candidates will be welcome to apply for the Regional Business Plan Contest which will be held in CJCC, Phnon Penh, Saturday, 22 July 2017.

**Eligible Contestants:**

* Age (Over 20 years old);
* The contestants must be a team (2-5 members in business plan team)*,* and be able to do presentation in English;
* The contestants must be able to finalize business plan by the deadline;
* The start-up plan (including existing business within one year operation); and
* The business plan never awarded in any contest before.

**Awards & Benefits:**

* Attending Training Program in Japan for the 9 winners of the Regional Business Plan Contest (1 representative from each team).

**Grading Criteria:**

The business plans are graded on:

1. Corporate philosophy (vision, mission and credo)
2. Markets and competition analyses (clearly identified customers such as value for customers and customer segmentation; attractiveness of market opportunity such as positioning involving X-Y axis analysis, environmental scanning, SWOT analysis and strategy; and competitiveness assessment)
3. Management team (experience of the team, partnerships)
4. Product and Service (clearly defined as uniquely differentiated as can be seen in positioning, value, SWOT, strategy and business flow)
5. Social Impact
6. Overall attractiveness (presentation skills, commitment, reality or feasibility, planning skills, assumptions for financial projection, CSFs)

**Submission of Application for LJI and VJCC**

* Deadline:
* Submitted Documents: Application Form, Slide Presentation of business plan, and Full Text of business plan as PDF files.

**Submission of Application for CJCC**

* Deadline: June 30, 2017
* Submitted Documents: Application Form, Slide Presentation of business plan, and Full Text of business plan as PDF files.

**Information of Business Plan Contest**

* Date: 22 July, 2017
* Time: 8:30-17:00
* Venue: CJCC/ Kizuna Hall
* Candidates: Regional Participants (Cambodia, Laos and Vietnam)