

**National Chung Hsing University Chung Hsing Startup Base  
Settle-in Business Plan**

Application No.	(Filled in by Implementation Unit)		
Name of Startup Team			
Industry			
Main Products / Services			
Team Member Name			
Contact		Contact Cell Phone	
E-mail			

**Date:**

\*Note: Please write the plan according to the following outline (can be presented in text / picture / table / chart), within 20 pages (excluding cover, catalog, annex), in A4 size, with font size of 14 or above, and double-sided printing to bind a book.

## Catalog

### Chapter I Entrepreneurship and Innovation

1. Summary of Entrepreneurial Ideas
2. Analysis of Innovation and Advantage

### Chapter II Management Team

1. Introduction to Management Team, Academic & Work Experience, Expertise
2. Organizational Structure
3. Characteristics and Advantages

### Chapter III Industry Overview and Market Analysis

1. Industry Overview
2. Analysis of Targeting

### Chapter IV Product and Business Model

1. Product Description, Features and Advantages
2. Innovation and Uniqueness of Business Model
3. Description of Barriers to Entry

### Chapter V Market and Marketing Strategy

1. Competitors and Competitive Strategies
2. Marketing Strategy and Innovation

### Chapter VI Financial Planning

1. Capital Planning
2. Projected Profit and Loss Statement Planning

## Chapter VII Annexes

Annex 1 Application Form for Entrepreneurship Workshop Settle-in

Annex 2 Basic Information about Entrepreneurial Team Members

Annex 3 Certification Documents for Entrepreneurial Team Members

Annex 4 Other Supplementary Materials or Certificates

## National Chung Hsing University Chung Hsing Startup Base Entrepreneurship

## Workshop Settle-in Application Form

Date:

Information Applied for			
Team Name	(No need to fill out if no team name)	Number of Team Members	1. Students at School: 2. Graduates of the School: 3. Others: Total:
Representative of Team		Contact Phone	
		Contact Cell Phone	
		Email	
Primary Contact		Contact Phone	
		Contact Cell Phone	
		Email	
Industry	<input type="checkbox"/> Creative Design <input type="checkbox"/> Food & Beverage <input type="checkbox"/> Retail and Wholesale <input type="checkbox"/> Communication Electronics <input type="checkbox"/> Culture and Education <input type="checkbox"/> Health Care <input type="checkbox"/> Green Industry <input type="checkbox"/> Mechanical Equipment <input type="checkbox"/> Leisure and Entertainment <input type="checkbox"/> Consultancy Services <input type="checkbox"/> Engineering Technology <input type="checkbox"/> Chemical Materials <input type="checkbox"/> Agricultural Products <input type="checkbox"/> Biotechnology <input type="checkbox"/> Information Electronics <input type="checkbox"/> Humanities and Social Science <input type="checkbox"/> Others _____		
Business Plan Summary (within 300 words)			
Winning Record		Certified Documents	<input type="checkbox"/> Certificate <input type="checkbox"/> Trophy <input type="checkbox"/> Others _____
Teacher, Mentor,	Work Unit / Title:		

Consultant's Recommendation	Name		Signature	
Signature of Applying Team	(Signature of all Members)			

## National Chung Hsing University Chung Hsing Startup Base Entrepreneurship

### Team Basic Information Table

[illegible]

National Chung Hsing University Chung Hsing Startup Base

Entrepreneurship Team Member Identification Documents

【For School Students】

Document Paste Column	
(1) Photocopy of Identity Card (2) Photocopy of Student ID Card	
Photocopy of Identity Card Front Side	Photocopy of Identity Card Back Side
Photocopy of Student ID Card Front Side	Photocopy of Student ID Card Back Side

National Chung Hsing University Chung Hsing Startup Base  
Entrepreneurship Team Member Identification Documents  
【For Graduates of the School】

**Page : 1/2**

Document Paste Column	
(1) Photocopy of Identity Card	
Photocopy of Identity Card Front Side	Photocopy of Identity Card Back Side



National Chung Hsing University Chung Hsing Startup Base

Entrepreneurship Team Member Identification Documents

【For Graduates of the School】

**Page : 2/2**

Document Paste Column

(2) Photocopy of Graduation Certificate

Photocopy of Graduation Certificate

National Chung Hsing University Chung Hsing Startup Base

Entrepreneurship Team Member Identification Documents

【For Teachers of the School】

Document Paste Column	
(1) Photocopy of Identity Card (2) Photocopy of Service Certificate	
Photocopy of Identity Card Front Side	Photocopy of Identity Card Back Side
Photocopy of Service Certificate	

National Chung Hsing University Chung Hsing Startup Base  
Entrepreneurship Team Member Identification Documents

【For Other Identities】

Document Paste Column	
Photocopy of Identity Card Front Side	Photocopy of Identity Card Back Side