

6TH

英國大學專題競賽

PROJECT CONTEST

The University of Sheffield

STEM



Lancaster University

Business



優勝隊伍可獲得 雪菲爾大學 或 蘭卡斯特大學 半額獎學金或 1500 英鎊等值禮券



詳細競賽資訊

參賽資格：高 1 ~ 高 3 學生

報名方式：掃描 QRcode，填寫線上報名表

參賽辦法：1. 科學組／商業組皆可 1-3 人組隊參加（限同校學生）

2. 初賽繳交全英文自製影片及 PPT

3. 全台選出各 5 組（科學組／商業組）晉級決賽

4. 決賽將以初賽繳交之 PPT 現場進行簡報，由英國大學代表評選名次

5. 詳情請洽：(02) 2755-6363 LINE：27556363

主辦單位：



協辦單位：ISC 國際學生中心

競賽介紹

第六屆英國大學專題競賽開跑啦！每年藉由比賽，發掘了許多專才型資優生，並提供高額獎學金以及進入英國名校的門票。今年一樣由享譽國際的世界百大雪菲爾大學和蘭卡斯特大學在臺主辦，以期望今年臺灣學生依舊能大放異彩，在更寬廣的國際舞台，一展長才。

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Topic overview

Bioengineering involves the application of engineering skills to enable the practice of modern medicine. It covers a wide variety of topics from building robots for surgery and developing bionic body parts to 3D tissue engineering of organs for implantation and large scale manufacture of vaccines and therapeutics.

An exciting frontier in Bioengineering is the use of wearable technologies for enhancing the quality of life for the most vulnerable people in our society - the very young, the elderly and the ill. Wearable technology is a category of electronic devices incorporated into items of daily wear, like watches and jewellery, that non-invasively sense and report in real time the status of the human body.

These reports could be tracked over extended periods of time by interfacing with a smart device and can be used in clinical decision making.

Presentation Outline

- Imagine that you are an ambitious Bioengineer and design the next generation of wearable technology for a target population of your choice.
- Outline how the device will look and function, who will it benefit and how it will improve healthcare.
- Consider if this technology can be used in poorer countries. You may build a prototype if possible and consider interfacing with an app on a smart device.
- Here are some examples of topics, you may come up with an independent idea for a topic. You may also consider reporting on several indicators simultaneously.
 - Blood glucose monitors for neonates with Type 1 diabetes.
 - Gait trackers for patients Parkinson's disease.
 - Blood volume measurements of patients with kidney failure.

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***Note:** this competition is based on the popular show "The Shark Tank" but the rules and parameters are slightly modified in order for the students to showcase their proposals clearer and to the best of their abilities. For reference, you can watch some episodes by scanning QR Code.



The "Sharks" in the contest will be the judges assigned by Lancaster University International Study Centre.

Competition Intro/ Guidelines

- Students will present their Business Proposals to convince the "Sharks" to invest in their Business. Students will use primarily PowerPoint slides and are allowed to use videos, product / service demo and product model / prototype.
- The "Sharks" can choose to invest between \$10,000 to \$100,000 or not to invest at all. The student who can earn the most investment from all the "Sharks" combined wins.
- The maximum capital that the student can propose is \$1,000,000.
- There is no limitation on what type of business the student will propose - so please be creative!
- The "Sharks" will be given time to ask their questions after each presentation. The questions will be focused on the following:
 - **Competitive Advantage** - why do you think will the customer choose your product/ service over the others?
 - **Operations** - business model, technology, and processes.
 - **Profitability and Growth** - strategies on how the business earns its profit and its opportunities/ potential for growth.
- The "Sharks" will be focusing on your business' Creativity, Feasibility and Profitability when deciding on their investment.

Presentation Outline

- Students are expected to present their business proposal focusing on the following topics:
 - **Product/ Service Introduction** - providing an overview of the product, service and the company's business model. This includes the amount of capital required and how the business operates.
 - **Value Proposition** - A summary of the business' competitive advantage, and why customers would choose your product/ service over other providers.
 - **Sales and Marketing Strategy** - Your plan on how you can reach, engage and convert your target prospects into paying customers.
 - **Growth Strategy** - Identify potential challenges in the future and how you can overcome them and how you can expand your business further.
 - **Closing Remarks** - Provide a conclusion on why the "Sharks" should invest in your business. This should include the expected profit that the business will earn, and the span of time required for the profit to be realized.



詳細競賽資訊