

ASEAN

INTER-VARSITY RETAIL CHALLENGE 2021



Competition Rules and Guidelines

1. Introduction

The Retail Centre of Excellence (“RCoE”) at the Singapore Management University and with the generous support of its retail foundation partners is organising an “ASEAN Inter-Varsity Retail Challenge” (the “Competition”) to be held from **4 January 2021** until **27 March 2021** (“Competition Period”).

The objective of the retail challenge is to engage participating teams from ASEAN universities to research and showcase their ideas based on the retail challenge related to current retailing issues.

This year’s competition will be run fully online. As a participating team, you are strongly encouraged to read this document covering the competition details, rules and regulations, terms and conditions in order to provide a competitive environment that is fulfilling, transparent and fair to all participating teams.

2. Eligibility of Participants

The competition is open to current full-time undergraduates who are enrolled at a tertiary institution or university in ASEAN.

Participants must register in teams of THREE (3) or a maximum of FOUR (4). Each individual member may be a part of only ONE (1) team. In the event that members are part of more than ONE (1) team, all such teams will be disqualified. Teams may be formed cross-universities within your home country only. All participants must provide a valid university email address upon registration. We DO NOT accept entries with personal email addresses i.e. Yahoo, Gmail, etc. As long as one team member does not have a valid university email address, the entire team will be disqualified.

Please assign a Team Leader who will be the team's main point of contact prior to registration. There will be no changes allowed in the team members. In the event that unforeseen circumstances make it impossible for a team to continue without such a change in its members, the team must notify the organiser at rcoecc@smu.edu.sg as soon as possible, specifying the reasons for the proposed change. Proposed changes will be assessed on a case-by-case basis.

3. Key Dates & Timeline

All timings indicated are in the Singapore time zone (GMT+08:00).

Timeline	
4 Jan (Mon) 0900hrs	Registration Starts
7 Feb (Sun) 2359hrs	Registration Closes
15 Feb (Mon) 1800hrs	Preliminary Round Briefing (Online) • Attendance is compulsory • Release of the Challenge Brief
28 Feb (Sun) 2359hrs	Deliverable Submission for Preliminary Round
8 Mar (Mon) 1000hrs	TEN (10) Semi-Finals Teams Announcement
11 Mar (Thu) 1900hrs	Semi-Finals Round Briefing (Online)
18 Mar (Thu) 2359hrs	Deliverable Submission for Semi-Finals
20 Mar (Sat) 1000-1700hrs	Semi-Finals Presentation (Online) FOUR (4) Grand Finals Teams Announcement
25 Mar (Thu) 2359hrs	Deliverable Submission for Grand Finals
27 Mar (Sat) 1000-1700hrs	Grand Finals Presentation (Online)

4. Competition Rounds

The competition comprises three stages namely **Preliminary**, **Semi-Finals** and **Grand Finals**.

Preliminary Round

- All registered teams will be required to attend a compulsory Preliminary Round briefing session via Zoom. Team Leaders will receive an email on the Zoom meeting details from the organiser.
- The Challenge Brief will be released to the registered participants on **15 Feb, Monday 1800hrs (GMT +8:00)** during the Preliminary Round briefing session.
- Please assign TWO (2) members from each team to attend the Preliminary Round briefing session. If none of the team members attend, the team will be disqualified from the competition.
- Preliminary Round deliverable submission will be on **28 Feb, Sunday 2359hrs**.
- There is no presentation required for the Preliminary Round of the competition.

Semi-Finals

- TEN (10) teams qualifying for the Semi-Finals will be announced **on 8 Mar, Monday 1000hrs** via email.
- During this stage, the shortlisted teams will proceed to engage in an online panel discussion on **11 Mar, Thursday 1900hrs** with the retail industry professionals.
- The teams will also receive the second brief on the additional challenge that will be built around their earlier submission during the Preliminary Round.
- The Semi-Finals teams are required to email their Semi-Finals deliverable submissions to rcoecc@smu.edu.sg by **18 Mar, Thursday 2359hrs**.

- Following this submission, the teams will be required to do a presentation via Zoom on **20 Mar, Saturday 1000-1700hrs** to a panel of judges. **All team members** will receive an email from the organiser on the Zoom details prior to the Semi-Finals presentation day.
- The top FOUR (4) teams qualifying for the Grand Finals will be announced on the same day after the Semi-Finals presentation.

Grand Finals

- The top FOUR (4) teams will proceed to present their final pitch in the Grand Finals to a panel of retail industry experts. The FOUR (4) teams stand the chance to win the top four cash prizes for the ASEAN Inter-Varsity Retail Challenge 2021.
- The Grand Finals teams are required to submit their deliverable submissions to rcoecc@smu.edu.sg by **25 Mar, Thursday 2359hrs**.
- The Grand Finals of the ASEAN Inter-Varsity Retail Challenge will be held on **27 Mar, Saturday 1000-1700hrs** via Zoom.

5. Judging Criteria

For the different rounds of the ASEAN Inter-Varsity Retail Challenge 2021, the teams will be evaluated based on the following:

- Depth of analysis on the key issues specified in the retail challenge briefs
- Relevance of secondary research supporting the submission
- Originality and creativity of ideas proposed in the submission
- Professionalism in the presentation of the slide deck submission

6. How to Register

Registration opens on **4 Jan, Monday 0900hrs** and closes on **7 Feb, Sunday 2359hrs**. After registration, no changes to the team's name can be made.

The Team Leaders will be the main communication channel between their respective team members and the organiser. He or she will receive an email confirmation upon the successful registration of the competition. All Team Leaders are to ensure receipt of the confirmation email. Team Leaders are to notify the organiser promptly at rcoecc@smu.edu.sg if they did not receive the confirmation email. All data provided through the registration process must be complete, correct and provided in English.

By registering, participants consent to having their names and profiles published on the ASEAN Inter-Varsity Retail Challenge 2021 official website and social media platforms.

7. Team Entry Deliverable Submission Requirements

To remove possible judging bias for entries that advance to the qualifying Semi and Grand Finals following the Preliminary Round, it is important that all submitted materials contain no identifying information in the PDF file, including school logos, colours, etc. that could

identify the university. There is no presentation required in the Preliminary Round. The team entry will be evaluated based on the judging criteria mentioned in Section 5.

All submitted materials must be the original work of the participating team. Details of the content of the deliverable submissions will be further elaborated in the Competition Challenge Brief that will be shared during the Preliminary Round briefing session.

- Each team to develop and submit only ONE deliverable in PDF format containing no more than 15 slides.
- The 15 slides may be developed in any presentation software (e.g., PowerPoint) but must be converted into PDF format. Original presentation files are not eligible, only the PDF version is accepted.
- All submitted files can only be in **English**.
- Each team is eligible to submit **ONE (1)** PDF file. In the event of multiple submissions by a team, the last submission made by the team by the given deadline will be considered for evaluation.

Deliverable Submission Requirements (Preliminary Round)	
Slide Format and Template	• First required slide is a title slide • Second required slide is an executive summary overview • The last slide will be for conclusions • There is no need for a 'Thank you' or 'Questions' slide at the end
Slides Limit	A maximum of 15 slides
Language	In English Only
Content Guidelines	The slides must capture the essence of your findings based on the context of the Competition Challenge Brief. Usage of relevant tables, videos or infographics would certainly enhance your concept ideas. If you have a video to show, please provide the access link in the PDF file.
Layout	Slide numbers and notes pages must be included. Slide sizes must be in 16:9.
File Format	ONE single PDF format. No other file formats are allowed.
File Name	TeamName_ASEANIVRC2021P.pdf Example: AMETHYST_ASEANIVRC2021P.pdf
Email Subject Title	Preliminary Submission for ASEAN IVRC2021 (Your Team Name)
Submission Mode	Email to rcoecc@smu.edu.sg <i>Teams are encouraged to submit early to allow for possible network problems. Late submissions after the given deadline, for any reason(s), will not be considered.</i>
Submission Deadline	28 Feb, Sunday 2359hrs

Terms and Conditions

In order to ensure transparency, consistency and fairness for all participating teams, please read the following notes that must be adhered to by all participants. Failure to comply might lead to disqualification of the participating team.

Decisions regarding the Competition and the Winners

- SMU RCoE (the organiser), at its sole and absolute discretion reserves the right to disqualify any team and or forfeit any cash prize(s) that any team may be eligible to receive if SMU RCoE reasonably believes such a team and its participant(s) is/are in breach of the competition Terms and Conditions.
- As the competition is run completely online, all participating teams must ensure the accuracy of contact emails and team particulars for the purposes of communication.
- All teams must ensure that their access to the internet is fully functioning during the Semi and Grand Finals presentations. During these sessions, all team members must be present online.
- During the live presentation sessions, all members of the team must present. The organiser will not accept any versions of pre-recorded presentations.
- The judges' decisions on the selection for the respective rounds of the competition will be deemed final and are not subject to appeals. There will be no avenue for appeals and/or review/feedback on the teams' submissions.
- The organiser reserves the right to disqualify or penalize any teams found to be in breach of the competition rules and to make changes to the rules with sufficient notice to the participants.
- The rules and cash prizes are subject to changes at the discretion of the organiser at any time. The organiser shall have the right to interpret these rules according to its own judgment.
- The organiser reserves the right to amend the competition dates and schedules of the ASEAN Inter-Varsity Retail Challenge 2021 due to any unforeseen forward circumstances.
- The organiser also reserves the right to make changes to the rules with sufficient notice to the participants.
- SMU RCoE shall not be liable for any unsuccessful efforts to inform the winning team of the competition. The organiser reserves the right to award an alternate winning team should the applicable winning team of the cash prizes be unresponsive or be ineligible to receive such prizes despite SMU RCoE's reasonable efforts to inform them of their win.

External Guidance

- After receiving the retail challenge briefs, participating teams are not allowed to contact SMU RCoE, its faculty, employees and foundation members to receive any assistance in preparing the deliverables for submission. Breaching of this rule will result in disqualification from the competition.

Non-Confidentiality

- All sessions of the competition, including but not limited to the online live presentations during the Semi-Finals and Grand Finals Rounds' slides, Q&A, and written proposal may be open to the public, and recorded.

- All registered participants agree to allow SMU RCoE (the organiser) and its foundation partners to use in part or in whole the contents from the presentation and reports for purposes of publicity and/or further commercial applications.
- The submissions by the teams could be used by the organiser for internal review by industry partners to the university. Participants are therefore precluded from assuming any right of confidentiality in any data, information discussed, divulged or presented in any manner in any session related to the ASEAN IVRC2020/21.
- For the Semi-Finals and Grand Finals stages, all live presentations will be recorded and may be shared in part or whole for purposes of publicity by the organiser for future competitions.

Copyrights & Permissions

- If a team uses copyrighted materials and/or images from a third party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use this material. The organiser does not assume any liability arising from any infringements of any intellectual property by the participants.
- Every participating team is fully responsible for ensuring its own compliance with all applicable country laws and it is solely the participating team's responsibility to comply with any, and all laws that are applicable in that jurisdiction.