**KYOTO International Entrepreneurship Contest for University Students 2021 Online**

**1. Innovation**

The advantages, competitiveness, technical performance of the products or services provided, the value to solve social problems or to satisfy customer needs, and the characteristics of the business model, etc.

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**2. Market Analysis**

Consumer group analysis. What kind of value can the product or service provide to the consumer or what kind of demand can satisfy the consumer. Industry status analysis. The market status of the product and the forecast analysis. Please attach specific data and correlation analysis if necessary

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**3. Business Operation**

How to conduct operation, including promotion, marketing, management, strategy, etc., and the difficulties encountered in the process of promotion and expansion.

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**4. Financial Management**

A specific financial plan from the start up to three years and the feasibility of the plan.

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