



GSEA MALAYSIA FACT SHEET

What are the GSEAs?

The GSEA program is the premier international award for undergraduate students who own and run their own businesses while attending post-secondary. Student entrepreneurs are nominated to compete against their peers by presenting their businesses to a panel of judges. All participating students receive feedback from the judges.

Since 1998, the GSEA program has celebrated the success of hundreds of student entrepreneurs from 33 active countries. The program encourages students to pursue their passions while contributing to the foundation for their countries' economic future. The Entrepreneurs' Organization (EO) is the facilitator of the GSEA program. This connection allows student entrepreneurs to tap into the collective knowledge and experience of EO members, gaining access to global networks and to a community that understands passion, struggle, drive and success.

Who is eligible for the competition?

- The competitor must be an undergraduate student at a recognized university or college during the 2010/2011 academic year.
- The student must be the owner, founder or controlling shareholder of their company and principally responsible for its operation.
- The student's company must have been in business for at least the last 6 consecutive months.
- The student must have not been a former GSEA winner and/or among one of the 5 finalists from the 2010 GSEA Global Finals.

Note: The student is still eligible for GSEA if they have recently graduated and/or are about to graduate and have taken courses during 2011 before the application deadline.

What are the once-in-a-lifetime benefits of competing in the GSEA?

- **Represent Malaysia!** Be the face of Malaysian entrepreneurship! The national prize is a fully sponsored trip costing RM 15,000 for the finalist to the Global Finals in the US!
- **Free business coaching!** Receive 3 months of invaluable mentorship from entrepreneurs who generate more than RM 3 million in revenue annually.
- **Competition!** Improve your ability to communicate the value of your business to outshine your competition.
- **Expanded networks!** Enjoy high-level networking with other student entrepreneurs, and with entrepreneurs who generate above MYR 3 million in annual revenue!
- **Media exposure!** Get local and national media attention for you and your business!
- **Business resources!** Compete for the USD 10,000 cash prize at the Global Finals, plus tens of thousands in-kind prizes. The total value of prizes is valued at over USD 150,000.



NOMINATION AND COMPETITION PROCESS

What are the important dates for GSEA Malaysia?

- Ongoing: Accepting nominations for student entrepreneurs at <http://www.gsea.org/nominate>. Student nominees will be informed promptly.
- May 20: Video Applications due
- June 15: Top 11 students selected
- September 1: National GSEA Competition
- November: Global GSEA Finals during Global Entrepreneur Week

What are the components of the application?

Please send all components of the application to inquiries@gseamalaysia.org by **May 20 at 11:59 p.m. UTC+8**.

Please send your e-mail with the subject title of “[First Name][Last Name], [University], [Business Name]”, e.g. “Simon Fraser, UPM, Boleh Sdn Bhd”.

Application Components

1) 3-minute Youtube Video

Your 3-minute video needs to introduce

1. You as an entrepreneur
2. Your business
 - Purpose for your business
 - Financial performance
3. Lessons learned
4. Growth and future plans for yourself and your business

2) Application Form

Please find the application form in **Appendix A** of this document.

3) Financial Statements

Submit a copy of your company’s most recent tax return to verify revenues.

Also, submit a signed statement from your accountant confirming your revenue for the most recent year-end. This can be signed by the employee who is primarily responsible for carrying out accounting tasks for your company. Please find the template for this in **Appendix B** of this document.

What are the criteria used to screen applications?

All applications are reviewed by a panel of [Entrepreneurs' Organization](#) members. They are entrepreneurs who generate RM 3 million in revenue per year.

- Completeness
- Demonstration of the student entrepreneurs' ability to overcome obstacles;
- Clarity of business mission and vision;
- Leadership;
- Innovation;
- Presentation. We request a non-essay format response to application questions.

My application has been approved – what next?

The 11 successful applicants will be contacted and scheduled with the times and dates for coaching sessions with EO members. Students will receive an information package with all details regarding the judging criteria, competition location, competition requirements, and competition agenda.

What are the criteria that competitors will be judged on at the GSEA Malaysia competition?

Competitors will be evaluated on the following.

1. You as an entrepreneur
2. Your business
3. Lessons learned
4. Growth and future plans for yourself and your business

The breakdown for each criterion can be found in Appendix C.

What happens after the regional winner is announced?

The regional winner will advance to the 2011 GSEA Global Finals for the opportunity to engage with world-class entrepreneurs, receive media exposure, win cash, and share in over \$150,000 in donated business services.

EO will provide all finalists with a competition package including the judging criteria, timeline, and competition logistics.

How do the Global Finals look like?

Finalists/regional winners will compete at the Global Student Entrepreneur Awards Global Finals, by presenting their business to a panel of distinguished entrepreneurs. Should the Finalist advance through to the afternoon Final Round of the Global Finals, they will present again to a new panel of high-level CEOs and entrepreneurs. The winner is announced the evening of the competition at the GSEA Gala Awards Dinner.

When and where are the Global Finals in 2011?

Dates: Global Entrepreneurship Week in November 2011

City: Ewing Marion Kauffman Foundation, Kansas City, MO, USA

Is there any cost for me to enter the competition?

There is no cost for you to enter.

I am an international student here in Malaysia. Am I eligible to participate in GSEA?

Yes, we encourage international students can participate in our competition.

If you have any questions about the Global Student Entrepreneur Awards process, please e-mail us at inquiries@gseamalaysia.org or info@gsea.org.

More information about the Global Student Entrepreneur Awards can be found at <http://www.gsea.org>.



JUDGING CRITERIA

Maximum Points Value

1. The Entrepreneur

The competitor has demonstrated the following:

- | | |
|---|----------|
| a. Determination and perseverance to succeed as an entrepreneur | 10 |
| b. Ability to overcome obstacles while operating their business | 10 |
| c. Ability to communicate their business and vision effectively | <u>5</u> |

25

2. Business Fundamentals

The competitor has demonstrated the following:

- | | |
|---|----------|
| a. Complete financial performance information for the years they have been operating their business | 10 |
| - Growth | |
| - Revenue | |
| - Profit | |
| b. Ethical standards they have set out for themselves and their business | 10 |
| c. The ability to anticipate and embrace change in a competitive environment | |
| (being innovative in their use of technology and method of approaching business practices) | <u>5</u> |

25

3. Lessons Learned

The competitor has demonstrated the following:

- | | |
|---|----------|
| a. Identifying, reaching and impacting their target market through advertising and public relations strategies | 10 |
| b. How they applied their learning experiences, both positive and negative, to increase their potential for success | 10 |
| c. Utilizing the assistance of experienced mentors to provide guidance and leadership | <u>5</u> |

25

4. Growth and Future Plans

The competitor has demonstrated the following:

- a. How they have addressed the challenges to becoming an increasingly profitable business **10**
 - b. Future plans for the company and how they propose to achieve their objectives **10**
 - c. Their personal plans for the future (open to interpretation – can include their business or utilizing the skills they have gained as an entrepreneur to explore future employment) **5**
- 25**

**TOTAL
POINTS**

100