



ASIAN SCIENCE *2011*
ENTERPRISE CHALLENGE

PARTICIPANTS HANDBOOK

28-29 May 2011



ASIAN SCIENCE ENTERPRISE CHALLENGE 2011



About the Asian Science Enterprise Challenge (28-29 May 2011)

The Asian Science Enterprise Challenge is a regional challenge which is coordinated from each Asian Country with team members working around the clock. The inaugural event was held in 2009 with participating Asian countries; Singapore & Indonesia.

In 2011, the challenge will be issued from Tufts University, “live” from Cambridge, Massachusetts to all the participating countries. Over the 24 hours students are required to develop a solution to a challenge set by MIT professors and produce a working model, and a short report including a business plan and marketing presentation.

The Asian Science Enterprise Challenge is a challenge for young people to demonstrate innovation and creativity. The winners of the ASEC will get to represent their respective countries in the Global Enterprise Challenge.

About the Global Enterprise Challenge (18-19 June 2011)

The Global Enterprise Challenge is a 24-hour international challenge to be preceded in Singapore by an Enterprise Development Day; in which students are introduced to their real potential under genuine commercial pressures.

During the 24 hours of the Global Enterprise Challenge, students from around the world (Scotland, Iceland, Norway, New Zealand, Australia, USA, Spain, England, Wales, South Africa, Pakistan and Singapore) will be working in teams of eight. They will be given the challenge of producing a prototype and marketing plan for a commercially viable product to meet a set objective. Commonly, the objective will be related to a social or environmental objective.

The Global Enterprise Challenge, formerly known as the Enterprise Olympics, arose as a result of an international collaboration between Ken Baker, then Chief Executive of the Enterprise New Zealand Trust, and Gordon McVie, who was at that time with Scottish Enterprise. This Challenge is a high-powered student business competition, involving Internet technology and global competitors, designed by Ken Baker and Russ Finnerty.

In 2004, Ken Baker and Russ Finnerty, operating as Enterprise Education International formed a partnership with NTC Pte Ltd of Singapore and with assistance from Singapore International Chamber of Commerce (SICC) and PSA Corporation facilitated the first entry for a team from Singapore.

Participating Nations in ASEC 2010



Participating Schools in ASEC 2010

Ngee Ann Polytechnic	NJC	Dunman High School
ITE College East		ACS (I)

The Venue

	Newton Room	
Tinkerer's Lab	RLC 1	RLC 2

ASEC 2011 SCHEDULE

Saturday | 28 May 2011

Time (h)	Program
0800-0830	Preparation
0830-0900	Registration
0900-0930	Check-in
0930-0935	Safety Briefing/HouseKeeping Rules
0935-1025	Hot Seven Dots
1025-1045	What is ASEC-GEC?
1045-1100	Recess (Catered)
1100-1130	Energizer #1: Marshmallow Challenge
1130-1215	Session #1: What is Innovation?
1215-1300	Lunch (Catered)
1300-1330	Energizer #2: Hoola Hoop
1330-1400	Session #2: Presentation Zen
1410-1430	Session #3: Social Marketing
1440-1640	Mini Challenge
1700-1710	Receive ASEC Challenge
1710-1800	Begin Working on Challenge - Break out rooms
1800-1900	Dinner (Catered)
1900-2100	Working on Challenge
2100	Clear out from SSC

Sunday | 29 May 2011

Time (h)	Program
0900'	Venue Re-opens. Check into Mission Control
0900-1400	Continue working on challenge
1000-1400	Develop Regional Judges web portal
1200	Lunch (Catered)
1400	Email Business Plan (PDF or DOC, organisers@gec-singapore.com)
1400-1500	Participants prepare video & presentation
1500	Presentations Start Order of presentations
1600	End Presentations
1600-1645	Judges Deliberate
1600-1645	Participants to wander around SSC
1645-1700	All participants to return to Newton Room
1700-1730	Announce Winners
1730-1800	Dinner (Catered)

Housekeeping & Safety

Safety



Obey the lab rules • Use common sense • Keep a look out for each other •



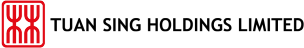
Security

Wear name tags at all times • Keep an eye on your belongings • Buddy System - Tell someone where you will be going • Do not wander into the exhibit areas •






Fun

Learning is the main objective • Encourage each other's contribution • One conversation at a time • Listen together for patterns, insights & deeper questions •

Organisers	About
	<p>The Young Entrepreneur Centre has been a driver in entrepreneurship, innovation and education for youths in Singapore. As the proud partner for the Global Enterprise Challenge and initiator for the Asian Science ENterprise Challenge, these programs add to the diverse and exciting ecosystem of youth entrepreneurship in Singapore and the region.</p> <p>www.gec-singapore.com</p>
	<p>The Science Centre Singapore is a non-formal educational institution for the promotion of science and technology among students and members of the public.</p> <p>It has the country's largest collection of educational and exhibit materials devoted to science and has been acclaimed as one of the top science centres in the world. More than a million visitors come to the Science Centre Singapore every year.</p> <p>www.science.edu.sg</p>

Sponsors	About
	<p>The SMU Enterprise Development Growth and Expansion (EDGE) seeks to develop entrepreneurial business leaders and the faculty have been engaged in research in this discipline</p> <p>www.smu.edu.sg</p>
	<p>In a fast-paced era of technology, communication and system connectivity are the key factors to keep up with the pace of constant evolution that continue to shape our world. As technology evolve, expectations and requirements change. Being the leader in supply of power generation controls and automation systems for more than 18 years, Barcol-Air is well prepared to take up the challenge with the changing needs of our customers.</p> <p>Barcol-Air is founded in 1987 and we have established ourselves as one of the most reliable suppliers in the industry. With distributors and subsidiaries throughout the Asia-Pacific region, the Barcol-Air team is ready to provide you total solutions for a better competitive edge.</p> <p>www.barcolair.com</p>
	<p>Tuan Sing Holdings Limited is a diversified group with business activities in the Property, Hotels Investment, and Industrial Services. The company is listed on the Stock Exchange of Singapore (SGX-ST) and has more than 70 subsidiaries, joint ventures and associates, with a workforce of more than 4,300 employees operating in various countries in the region.</p> <p>www.tuansing.com</p>

	<p>The United In Diversity (UID) Forum is a not-for-profit organization established with Indonesian leaders from business, government, and civil society who recognize an urgent need for action to save their nation's democratic government and economic and social well-being.</p> <p>UID believes that the best way to do this is to build a community that understands the importance of working together to improve over-all conditions in Indonesia and to promote cooperation among business, government, and civil society to restore growth and reduce poverty. By forming result-oriented partnerships to deal with specific issues, stakeholders will model the future they wish to create.</p> <p>www.unitedindiversity.org</p>
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Supporters	About
	<p>Genewired.com is a showcase for the innovations, inspirations and ideas from Singapore's scientists, technopreneurs and companies, GeneWired.com is poised to be the focal point for the life sciences and biomedical interest community in Singapore and Asia Pacific.</p> <p>Genewired.com's mission is to help generate dynamic interests in business technology topics and market trends from local and overseas counterparts, thereby supporting a social media-based community in Singapore.</p> <p>www.genewired.com</p>
	<p>JÄVEE Innovations develop technology on an open innovation platform where the frameworks and tools are open, but the intellectual property is secured. The idea behind JÄVEE Innovations began with a couple of wild ideas in 2009.</p> <p>www.jnnovations.com</p>
	<p>Knorex is a software development company that employs Semantic Technologies to enable data acquisition, aggregation and integration to expedite knowledge discovery and application. They enable enterprises and individuals to make sense of their proprietary as well as externally acquired data to achieve greater competitive edge and deeper understanding of their resources to uncover new opportunities for growth.</p> <p>www.knorex.com</p>
	<p>Schein-Thompson is a management consultancy which is focused on helping companies develop human-centred innovations. Through innovative and creative outputs from diverse teams, companies can have a path to sustainability in today's volatile and dynamic market conditions.</p>
	<p>MSC is a consulting company for office management and workflow development based in Australia. It strives to help people in the office environment to excel and create a culture of work.</p>



Twelve Baskets is an innovation-driven company with various areas of focus including biotechnology, communications, web 2.0, media and education. Its mission is to help develop and support other companies through consultancy and training.

www.twelvebaskets.net

