

# **Outline for the International Invitation Competition of China National College Student E-commerce "Innovation, Creativity and Entrepreneurship" Challenge**

## **1. Organization Committee**

The organizers of the International Invitational Competition include the National (China) College Students E-commerce "Innovation, Creativity, and Entrepreneurship" Challenge Organizing Committee, the China Literature and Art Foundation, the China E-commerce Industry-Education Integration Innovation Alliance. Media support comes from China Central Radio and Television International Channel, the Overseas Edition of the People's Daily, and media from all participating countries (regions). The host units are the competent authorities and government departments of each participating country, the China Literature and Art Foundation International College Students Innovation and Entrepreneurship Special Public Welfare Activity Committee, the China Friendship Association of each participating country, universities in each participating country, and Shenzhen Boshi Culture Media Co., Ltd., among others.

The international Invitational Competition preparatory group composed of Ye Chen, Li Zhang and Yimin Zou is responsible for the implementation of the international Invitational Competition and other related work under the leadership of the organizing committee.

## **2. Competition requirements**

### **2.1 Requirements for participating teams**

2.1.1 All members of the team must be full-time college students with a full-time enrollment status in regular colleges and universities recognized by the local government (region) and have a full-time enrollment status in college, undergraduate, master's or doctoral programs.

2.1.2 The international track does not require nationality, but academic status is the standard. Foreign students with academic status in foreign universities and Chinese students with academic status in foreign universities (one person per team) can register for the competition.

2.1.3 In order to facilitate communication, foreign students in China who have not yet registered for the 15th China College Student E-commerce "Innovation, Creativity and Entrepreneurship" Challenge can also register for the competition (one person per team is limited).

2.1.4 Teams can be formed across schools and countries.

2.1.5 According to the rules of the competition, each team consists of 3-5 people, 0-2 university instructors and 0-2 enterprise instructors. The number of students should not exceed the limit. Nationality is not limited.

2.1.6 The competition is open for registration by teams, and the applicant is the team leader.

2.1.7 Foreign institutions refer to regular higher education and vocational schools established abroad with independent educational qualifications and recognized by the local government as granting students academic degrees or diplomas. Having a student status at a foreign institution means being registered at such an institution and having the eligibility to receive a degree or diploma from that institution.

## **2.2 Requirements for competition content**

The selection of topics, requirements and other contents shall be consistent with the requirements of the regular competition and the rules of the competition. New track content and requirements will be notified later. The key points are as follows.

2.2.1 The competition projects should reflect the core or important role of e-commerce (mobile e-commerce, cross-border e-commerce, etc.) in the project.

2.2.2 The project should focus on serving the host country.

2.2.3 It is recommended that the project team integrate their professional strengths. Combining information technologies is also recommended, such as artificial intelligence, mobile internet, cloud computing, big data, IoT, and blockchain with various application fields in the economy and society. This will help uncover and innovate new models and forms of e-commerce under the context of the digital economy, serving the new development pattern of mutual promotion between domestic and international dual circulation.

2.2.4 The competition advocates diversified topics, and the entries/projects can originate from the entrepreneurial projects of college students, the scientific research projects of teachers who participate in the competition, the e-commerce application needs of the government/enterprises, etc

2.2.5 The entries shall not contain any content that violates international law or the laws and regulations of the participating countries. The names and contents of the entries shall be full of positive energy, respect the cultures of all countries, and contain no false information or false evidence.

2.2.6 The team should own the copyright of the project and shall not infringe on the intellectual property rights of others. The organizing committee shall not assume legal liabilities arising from disputes including but not limited to the right of portrait, reputation, privacy, copyright and trademark.

### 2.3 Scoring criteria

The competition scoring rules are as follows (current version):

Scoring items	Score explanation	Value
1. Innovation	The project has a clear innovation point: at least one clear innovation point in new products, new technologies, new models, new services and so on.	0-25
2. Creativity	The project has a good and innovative project business planning and feasibility analysis.  Business planning mainly involves designing business models, marketing strategies, technical approaches, and financial support.  Project feasibility analysis primarily focuses on the economic, management, technical, and market aspects.	0-25
3. Entrepreneurship	The project carries out certain practical activities including but not limited to: preparation for entrepreneurship, registration of a company or cooperation with a company, e-commerce marketing, business results. The participating team needs to provide corresponding supporting materials.	0-25
4. Speech	The team is well organized, the division of labor and cooperation are appropriate; the clothes are neat, the behavior is civilized, the expression is clear; the questions are answered, the answers are reasonable.	0-15
5. Speech Script	The submitted copy and PPT are logically structured, complete and rigorous in content introduction, clear and smooth in text and charts, and sufficient in appendix.	0-10
Total		0-100

#### Supplementary specification:

I . This competition is based on the principles of fairness, justice and openness, and each team is evaluated;

II . From the date when the participating team submits the entry materials to the competition organizing committee, the competition organizing committee is permitted to display the entry materials to the public for non-commercial purposes;

III. China domestic colleges and universities should confirm and verify the eligibility and completeness of project information of invited international competition projects, and determine the participating school represented by the team leader according to the school status.

### **3. Schedule and process of the competition**

#### **3.1 Competition invitation, registration and qualification examination**

3.1.1 Universities, departments and cooperative units of all participating countries (regions) can select their own university teams to participate in the competition through competitions or recommendations.

3.1.2 Chinese universities can fully tap the resources of international exchanges and cooperation, and widely invite foreign excellent teams to participate in the competition.

3.1.3 Registration time: from now until June 30th, 2025. The application form should be sent to *service@3chuang.net*.

#### **3.2 Selection of regional competitions and submission of works**

3.2.1 Each host country and university can complete the selection of local national (regional) competitions or teams from receiving the competition notice until June 30th. Teams can submit their project entries along with the registration form before June 30th, 2025. Send to email *service@3chuang.net*.

3.2.2 All entries and project reports are available in both Chinese and English.

#### **3.3 Online review**

3.3.1 Online review time: July 1st, 2025—July 6th, 2025. Two rounds of online review will be conducted.

3.3.2 The organizing committee of the competition organizes experts to conduct online evaluation of the participating projects, and selects a certain proportion of the projects to enter the international final, and then selects a certain proportion of the projects to China to participate in the final.

#### **3.4 Finals**

3.4.1 Finals: July 26th, 2025—August 18th, 2025.

3.4.2 The final will feature a special session for independent evaluation. If any selected team is unable to participate in person, their team defense review will be conducted through an online roadshow. Depending on the situation, it may be divided into on-site offline competitions and sub-venue online competitions. During the offline competition period, international teams will be arranged to interact and exchange with domestic teams.

All materials and on-site presentations should be in Chinese or English, and project reports and speech manuscripts (PPT) should be prepared in both

languages. The panel competition teams will have a total of 15 minutes for their presentations, including 8 minutes for team speeches ( $\leq 8$  minutes) and 7 minutes for questions from judges and responses by the teams ( $=7$  minutes). In the final round, each team will present for 8 minutes ( $\leq 8$  minutes).

## **4. Explanation of the competition fee**

### **4.1 Registration Fee**

There is no registration fee for every group

### **4.2 Subsidy**

Each team invited to China for the final will receive a special subsidy of no less than 10,000 yuan and free accommodation and meals during the competition from the China Cultural Foundation College Students Innovation and Entrepreneurship Special Public Welfare Committee, China-Germany Media Co., Ltd., Shenzhen Boshi Culture & Media Co., Ltd. and other loving enterprises.

## **5. Award Settings**

The award presentation is detailed in the competition rules. All winning teams will receive digital certificates for the corresponding awards provided by the Competition Organizing Committee. If the winning projects are recommended by domestic universities, the certificates will also note the names of the invited domestic institutions. Additionally, universities that invite teams to the finals or have multiple teams with outstanding performance will receive awards such as Best and Outstanding Organization Awards.

Registration Form for the International Invitation Competition of China

National College Student E-commerce "Innovation, Creativity and  
Entrepreneurship" Challenge

Team Name				Project Name			
Country				University/college			
<b>Team Members</b>							
NO.	Name	Gender	Citizenship ID No.	Student ID No.	Department and Grade	Signature	
1							
2							
3							
4							
5							
<b>Instructors</b>							
NO.	Name	Gender	Citizenship ID No.	Institution Name		Signature	
1							
2							
3							
4							
<b>Opinions of the Referees or the Recommending Unit</b>							
Unit Name		Opinions				Signature/Stamp	

Note:

1.Full-time students (from college to postgraduate) enrolled in universities recognized by the educational departments of various countries are eligible to register.

2.3~5participant sand 0~4 instructors (no more than two from either universities or enterprises) are required.

3.Please send the application form to the service@3chuang.net