



INSTRUCTIONS FOR THE BUSINESS IDEA COMPETITION IN ENGLISH BY “LETU MONGOLIA AMERICAN UNIVERSITY”

1. PURPOSE

The purpose of the Business Idea Competition by LETU Mongolia American University is to: 1) help the junior and senior high school students (11th and 12th grades) to develop their innovative business ideas, and 2) encourage young entrepreneurs by giving the opportunity to develop skills in writing a business plan and presenting it in English.

2. PARTICIPANTS

1. All junior and senior high school students studying in the 11 and 12th grades are eligible to participate.
2. There is no limit on the number of teams allowed to participate from one school. A team must have 1-3 students and an instructor/mentor from their school to be eligible to participate.

Registration Date: March 25th to April 3rd of 2019 from 09:00am to 5:30pm at LETU Mongolia American University (Bagshiin Deed, 2nd floor of Ider Tower)

Technical meeting: Will be held on the **April 3rd of 2019 at 6:00pm** at LETU Mongolia American University. This meeting will provide guidance from our professors on how to write a business plan in English.

Contact Information: **9999-4016, 9904-1942**

Website: www.letumongolia.com

HOW TO REGISTER FOR THE COMPETITION

Students should bring:

- School reference letter (showing the name of the school, grade and the participants name)
- Student ID Card or national ID card
- Registration fee – 20,000 tugriqs (per team)
- 2 copies of ID picture (3x4) from each team members

Teachers/Mentors:

- Teacher/mentor's information (showing the name of the school, teacher's position, contact information etc)
- Work ID card or personal ID Card

2. ORGANIZATION

The competition will consist of 2 stages.

Stage 1 Teams will prepare the business plan in English and submit it through LETU Mongolia American University's website at www.letumongolia.com. During the registration, a business plan template will be provided by our university to all participating teams. Due date for the business plan submission is **April 7th of 2019** at **6:00pm**. Late submissions will not be accepted.

Stage 2 Top 20 teams will be qualified for the second stage and announced through www.letumongolia.com and our University's Facebook Page @LETUMongolia on **April 10th of 2019**. The second stage will be held at the "HUB Innovation Center" on **April 13th of 2019** at **10:00am**. Teams will pitch 12 minutes (with PowerPoint) about their business ideas in English. There will be 5-minute Q&A time from the judges after the presentation.

3. PRIZE

Winning team will be calculated by the overall score of **STAGE 2**.

- **First Place: 1'000'000 MNT**, Trophy, Certificate, 100% Scholarship to study in the USA*
- **Second Place: 700'000 MNT**, Certificate, 100% Scholarship to study in the US*
- **Third Place: 400'000 MNT**, Certificate, 100% Scholarship to study in the US*
- **Special Prizes (2): 100'000 MNT**, Certificate
- **Top instructor/mentor: 200,000 MNT**

* - specifications apply

4. THE ORGANIZER

LETU Mongolia American University was founded in 2013, and offers bachelor's degrees in Business Administration, Finance, Marketing, Accounting, International Business Relations, Data Science and Aeronautical Science. Our courses are offered 100% in English with American professors. Our curriculum is based on top American universities as well as our partner universities, including LeTourneau University. All our students have an option to transfer to our partnering university with up to \$20,000 scholarship and graduate with 2 bachelors diplomas (from Mongolia and the US). Since we follow the American credit system, students can graduate with a bachelor's degree within 3 years. For more information and regarding partnership opportunities, please visit at www.letumongolia.com or via phone 99994016.

SPONSORS:

1. Partner Organization: HUB Innovation center
2. Media Sponsor: MNB World