

Alibaba GET

Global Challenge

-Guide Book-





The Alibaba GET Global Challenge is an international entrepreneurship competition organized by Alibaba Group and Alibaba GET Network, the China-ASEAN Education Cooperation Week (hereinafter "CAECW"), and local partners in the participating countries ("Local Partners").

The GET Challenge aims to:

- share the positive impact of the new business paradigm,
- promote inclusive development,
- inspire and empower youth and entrepreneurs,
- promote the digital transformation of organizations, industries, and societies.

No participation fee or purchase is required.

The Society is Calling Your Creativity

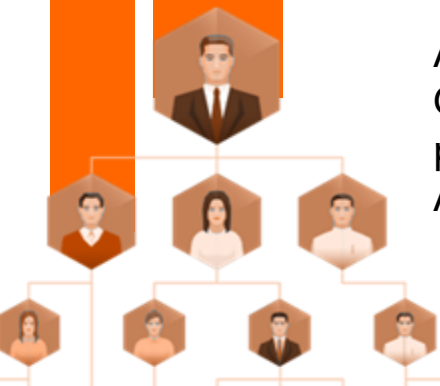


Who are Eligible?

The Alibaba GET Global Challenge is open to anyone who meets the following criteria:

- 1 18 to 30 years of age.
- 2 Sign up as teams of 3-5 members, with at least one member that can communicate effectively in English.
- 3 Have a new business idea or a running business that is less than 1 year old
- 4 Have not received institutional funding of more than USD100,000 for the current project

Any person who is above 30 years old may participate in the GET Challenge by submitting a request to Alibaba GET Network, provided that the person has a reason that is acceptable by Alibaba GET Network.



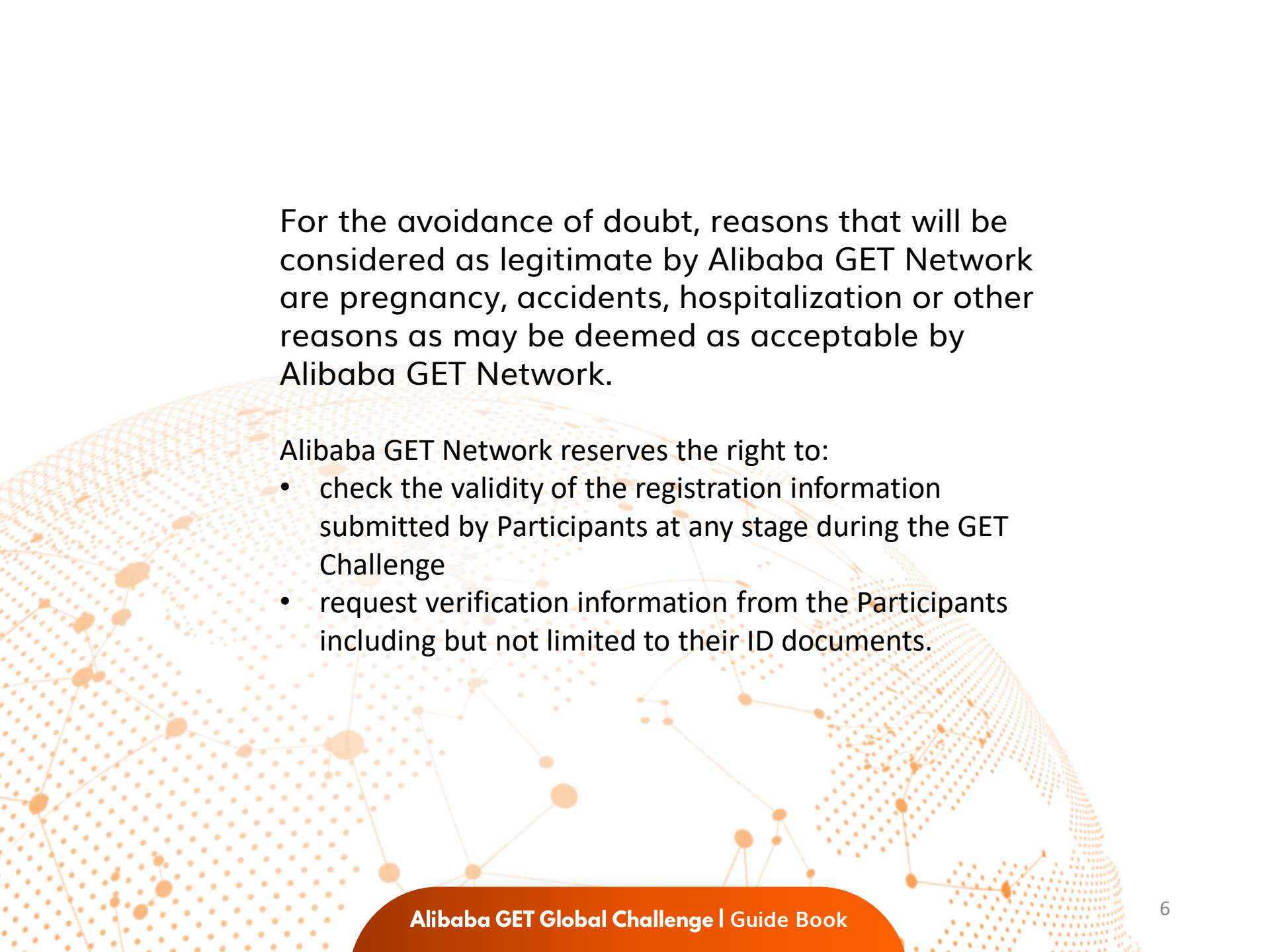
If the number of participants in a team is reduced to less than three, the Team shall be disqualified.

Notwithstanding that, Alibaba GET Network shall reserve the right to exempt any Team that has less than three participants from being disqualified.

Providing the fact that:

- The Participant who left the Team has a legitimate reason;
- There must be at least two remaining participants in the Team.





For the avoidance of doubt, reasons that will be considered as legitimate by Alibaba GET Network are pregnancy, accidents, hospitalization or other reasons as may be deemed as acceptable by Alibaba GET Network.

Alibaba GET Network reserves the right to:

- check the validity of the registration information submitted by Participants at any stage during the GET Challenge
- request verification information from the Participants including but not limited to their ID documents.

Alibaba GET Network also reserves its absolute right to refuse participation, or to disqualify, at many times during the GET Challenge, any Participant and/or Team without any liability.

In the event where it is discovered that any Participant has submitted incorrect or misleading information, Alibaba GET Network shall have the absolute right to refuse or disqualify the Participant's participation in the GET Challenge.



An illustration of a hand holding a trophy. The hand is light-skinned and is holding the base of a golden trophy with two handles. The trophy has a star on its top rim and a smaller star on its body. The hand is wearing a blue sleeve. The trophy is positioned on the left side of the page, partially overlapping a large orange vertical bar.

Prize

Institutional Prize:

One institution that cultivates the most and highest quality of participants will be awarded:

- special recognition namely “Leading Institution of Digital Entrepreneurship Education”
- prize of one-year-long free access to GET Network Membership services

Participating institutions may consult the Local Partners for more information.

Team Prize:

Participants qualified for the World Final will be invited to attend the World Final in Guizhou, China during the China-ASEAN Education Cooperation Week.

For those Participants whose nationalities are countries within the ASEAN region, Kazakhstan, Russia, Switzerland, Uzbekistan, Mongolia, Germany or Mexico, their accommodations (for 3 nights), ground transportation, meals during the period of the World Final will be covered.

If CAECW is canceled or delayed due to any event of force majeure including but not limited to the COVID-19 pandemic, the World Final will be hosted online.



Finalists will receive the **“GET Global Challenge Finalist Certificate”** during the opening ceremony of CAECW and will have the opportunity to present their projects at the Alibaba GET Exhibition.

If CAECW is canceled or delayed due to any event of force majeure including but not limited to the COVID-19 pandemic, Alibaba GET Network reserves the absolute right to make any alternative arrangement as it may deem fit including to arrange for the finalists to redeem their prizes when the CAECW resumes.

Finalists will be admitted to the GET Network Talent Bank with prioritized access to internship, employment, investment, business opportunities within the Alibaba digital economy ecosystem.

During the World Final, **the champion will be awarded the first prize** comprising cash of CNY100,000 and a sponsored digital economy discovery trip to Alibaba ("Digital Economy Discovery Trip").

Apart from that, there will be **two second prizes** of cash worth CNY50,000 each awarded to two teams and **three third prizes** of cash worth CNY10,000 each awarded to three teams.

The prize money shall be used for further development of the projects participated in the World Final only and will be remitted to the registered company of each winning team.

Each team and/or team member will be wholly responsible for the payment of any tax, contribution or any amount of any kind due in respect of the award of a prize under the GET Challenge.

The Digital Economy Discovery Trip is only offered to the Participants of the champion team who are present during the World Final. Such offer shall not be assignable or transferable to any third party.

The Alibaba GET Network shall have the absolute discretion to decide on the timing of the Digital Economy Discovery Trip and will invite the qualified Participants of the champion team accordingly.

If any Participant for any reason cannot participate in the Digital Economy Discovery Trip, he/she cannot redeem or claim their award.

Timeline

Phase	Date	Deliverables
Team Registration & Initial Screening	April 1 - 24	<ol style="list-style-type: none">1. A registration form that includes the following information: team name and each member's name, nationality, institution, age, email address, and phone number.2. A team statement that answers the following questions:<ul style="list-style-type: none">• What problem is the team trying to solve?• Why you and why now?• Who are in the team and what are their roles?
Concept Development	May 9 – 29	<ol style="list-style-type: none">1. An outline of the project concept that includes the following topics:<ul style="list-style-type: none">• The team's understandings of the industry during the epidemic period,• Consumer persona and their pain points• Idea of a potential solution and its prototype• Business model



Phase	Date	Deliverables
Business Execution & National Selection	June 11 – August 4	<ol style="list-style-type: none"> 1. A business proposal with an emphasizing on business results and future planning: <ul style="list-style-type: none"> • Business performance (revenue to date, # of users, ...) • Marketing & Sales strategies and relevant data (conversion rate, ROI of channels, ...) • The team • Sustainability • Scalability • Resource needed and plan to obtain them 2. Pitching the National Level
World Final	August 17 – 25	<ol style="list-style-type: none"> 1. Business Proposal 2. Pitching

Our Journey

11

countries and regions

300+

teams

4

rounds of selections

- ▶ Team Statement
- ▶ Idea & Concept
- ▶ Execution
- ▶ Pitch it!

As support, we provide

Reference kit of latest case studies, reports, readings, and videos;

Live-streaming sharing sessions;

Individual coaching before the world final.

Disqualification



The Alibaba GET Network may, at its sole discretion, disqualify a Team and/or any of its Participants from participating if the Team or any of the Participants is discovered to have disregarded these Official Rules (or any part thereof), or have acted in any unsporting or disruptive manner.

In the event of any suspected fraud and/or unfair participation, Alibaba GET Network reserves the right to conduct any such investigation, as it may deem necessary.

Any established fraud or unfair action shall entail the Participant's immediate and final disqualification, without prior notice.

Alibaba GET Network may exclude any Team and/or any of its Participants if the Team or any of its Participants is discovered to have involved (whether directly or indirectly) in the following actions:

- infringe intellectual property rights of Alibaba Group;
- misuse and/or damaged materials, information, image and/or reputation of Alibaba GET Network;
- disrupt the proceedings of the GET Challenge.

In any of the foregoing events, the relevant Team and/or its Participants shall defend, indemnify and hold Alibaba GET Network, harmless from and against all claims and proceedings brought by a third party and settlements, liabilities, damages, losses, costs and expenses (including, without limitation, reasonable attorneys' fees and costs) arising therefrom.

GET GLOBAL CHALLENGE INDONESIA

DEMOGRAPHIC DATA

Team Name :

Team Leader & Primary contact for the team

Full Name :

Nationality :

Current Institution Name :

Current Field of Study / Division :

Job title : Student / Employee / Entrepreneur / etc

ID number (KTP/ SIM/ Passport) :

Date of birth : (month) / (date) / (year)

Age (per 2020) :

Gender : M / F

Home Address (Street, City, Province, Postcode) :

Email Address :

Phone Number:

TEAM MEMBER 1- 4

Full Name :

Nationality :

Current Institution Name :

Current Field of Study / Division :

Job title : Student / Employee / Entrepreneur / etc

ID number (KTP/ SIM/ Passport) :

Date of birth : (month) / (date) / (year)

Age (per 2020) :

Gender : M / F

Home Address (Street, City, Province, Postcode) :

Email Address :

Phone Number :

Form

TEAM ADVISOR (If Applicable)

Full Name :

Nationality :

Current Institution Name:

Role at Institution: Rector / Dean / Lecturer /
Researcher / etc

Title of Team Advisor (Gelar):

Email Address :

Phone Number :

TEAM STATEMENT (Prompt as Follows):

1.What problem are you trying to solve?

2.Why you and why now?

3.Who is in your team and what are their roles; who is missing?

Criteria (please tick regarding your situation)

- 18 to 30 years of age
- Sign up as teams of 3-5 members, with at least one member that can communicate effectively in English
- Have a new business idea or a running business that is less than 1 year old
- Have not received institutional funding of more than USD100,000 for the current project
- Read and understand the regulations of GET Global Challenge

I, _____ (name of team leader), as a team leader of _____ (team name), declare that all information provided is true. We are aware that the GET Global Challenge is a competition which has several stages and we will participate and comply with the regulations.

Signature (Team Leader): (image max 2mb) _____ Date: ____ / ____ / ____

**ENROLL
NOW!**



bit.ly/GETenroll

Alibaba GET

Global Challenge

Contact us:

Sekar +62 81381545640

Monica +62 81314379750

 [alibabaget.id](https://www.instagram.com/alibabaget.id)

