



BEST START-UP AWARDS



BSA 参赛指南



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Introduction of the selection

We are experiencing a real turning point where we are not only overtaking our competitors in terms of the volume of products produced, but are also moving from extensive and low value-added exportation to investing in intellectual property and even exporting local business models overseas.

— Hillhouse Capital Group, Zhang Lei

Best Start-UP Awards (BSA) is a startup competition focusing on the biopharma industry, launched by BorMedicals·2021 China International Vaccine Innovation Summit (HVIS) and is open to the whole country. Based on BorMedicals' years of accumulation in the biopharma industry, BSA will bring together the most authoritative experts, business dark horses, industry leaders and senior media in the biopharma industry. BSA will track and analyze a large number of startup cases in the biopharma industry and is focused on defining business models, teams, technology trends and investment potential in the biopharma field by science, establishing an evaluation system framework for biopharma startups, and comprehensively evaluating the innovation capabilities, business models, teams, technology capabilities and development prospects of Chinese biopharma companies. BSA aims to praise and promote the best “startup innovation” model of Chinese biopharma startups, thus promoting the transformation of the business innovation and scientific research results of Chinese biopharma companies, and providing high-value investment guidance for domestic and foreign investors.

Praise the future stars and make the far-reaching impact!

Selection highlights

1. BSA participating companies will be directly matched with 1000+ investment institutions, industry leaders and industrial parks, and enjoy full-project matchmaking services.
2. BSA participating companies will enjoy high-frequency media exposure within the industry through joint coverage by the well-known media such as People's Daily, Health Times and DXY.cn
3. BSA participating companies will attend HVIS--the grand exchange event featuring business, technology and innovation together with Sequoia Capital, Hillhouse Capital Group, CDH Investments, Fosun Pharma, Junshi Bioscience and WuXi Biologics and other leading companies and investment institutions in the biopharma industry.
4. The winner of the “Future Star Award” will have the opportunity to get follow-up coverage by BorMedicals and will become the jury member for the next year's award selection.
5. **Open scoring mechanism and refined selection dimensions**
BSA2021 will disclose the weight of each scoring dimension in the selection of individual awards, and provide each participating company with an evaluation report with the specific ranking of companies included, which can make clearer the competition mechanism and make the selection criteria more specific.

BSA jury members (to be invited)

Academician of Chinese Academy of Sciences, President of Westlake University	Shi Yigong	Investment Director of Oriental Fortune Capital	Zhang Zhixing
Secretary of the Party Committee of Torch Center of Ministry of Science and Technology	Zhang Weixing	Vice President of Investment Banking Committee of CITIC Securities	Hu Yang
Partner of Hillhouse Capital Group, Head of Healthcare Investment	Yi Nuoqing	Partner and Managing Director of Frost & Sullivan	Mao Hua
Managing Director of Sequoia Capital	Xu Qiang	Partner of Softbank China Venture Capital	Liu Ying
WuXi Biologics	Huang Ke	Partner of AllBright Law Offices	Li Ya
Partner of CDH Investments	Liu Dan	Managing Director of Redhill Capital	Li Jie
Partner of Songhe Capital Medical Health Fund	Yang Jin	Partner and Managing Director of Frost & Sullivan	Zhu Yulun
Vice President of IDG Capital	Zhang Jianbin	Senior Advisor of Patent Investment of PAIF	Xu Baohong
Managing Director of Legend Capital	Zhou Quan	Head of Strategic Investment Department of Junshi Biosciences	Lin Jingdan
General Manager of Investment Department of Fosun Pharma	Yu Jing	Deputy General Manager of Small Business Finance Department of China Merchants Bank Head Office	Hu Xubo
Founding Partner of Lead Wealth Capital	Ji Tian	Managing Partner of Qiming Venture Partners	Li Kanbin
Partner of Jingtian & Gongcheng Law Firm	Ye Weian	Deputy Director of Market Development Department of Shanghai Stock Exchange	Zhou Shuzhong

Rights and benefits of the awards

Honorary incentives

The beautifully customized high-end crystal trophy and glass framed certificate will be awarded to the winning team by the BSA jury on the stage of the award ceremony, which will bring a strong sense of honor and pride.

BSA 2022 China Biopharma Startup Report

The information about the startup models and startups will be included in the BSA 2022 China Biopharma Startup Report to be distributed to major media partners to enhance the visibility of the startups within the industry.

HVIS pass

Winners will receive a three-day HVIS pass worth 5800 yuan to attend the influential vaccine innovation summit led by academicians to gain insight into industry trends and discuss cooperation with potential customers face-to-face!

Display booth in the BSA Corridor

The BSA Corridor enables the the winning company to display its advantages and its team, present the visual effect of its designed products with the support of its corporate culture works, and actively interact with Vaccine-Biotech Show exhibitors.

Exclusive interviews

BorMedicals' Wechat official accounts Borscon Medical News & BorMedicals will conduct exclusive interviews with the winning company, and make sure that the news related to these interviews make the headlines and are promoted in various communities under BorMedicals to reach vertical industry insiders.

Increase the influence of corporate soft power

The fierce competition among biopharm companies concerns not only R&D speed and technology competition, but also the competition for talents and corporate culture competition. With the support of authoritative and fair awards, the corporate hard power can be recognized and the influence of corporate hard power can be enhanced.

The project matchmaking service featuring priority recommendations

BorMedicals will recommend BSA award-winning companies in the first place to help them directly turn awards into business opportunities based on the related needs of biopharma industry customers.

Awards

Special awards:

1. Best Business Model Award: selected from all participating companies, with only 3 winners.

- Reform Award (old companies-new transformation: to focus on biotech companies with market capitalization of at least RMB 1 billion, or those companies whose business revenues reached at least RMB 50 million in the last year)
- Disruption Award (new companies-new playing rules: to focus on unlisted biotech companies in Series A financing and beyond)
- Emerging Startup Award (new companies-new playing rules: to focus on unlisted companies in Series A financing and that were founded within the last three years.)

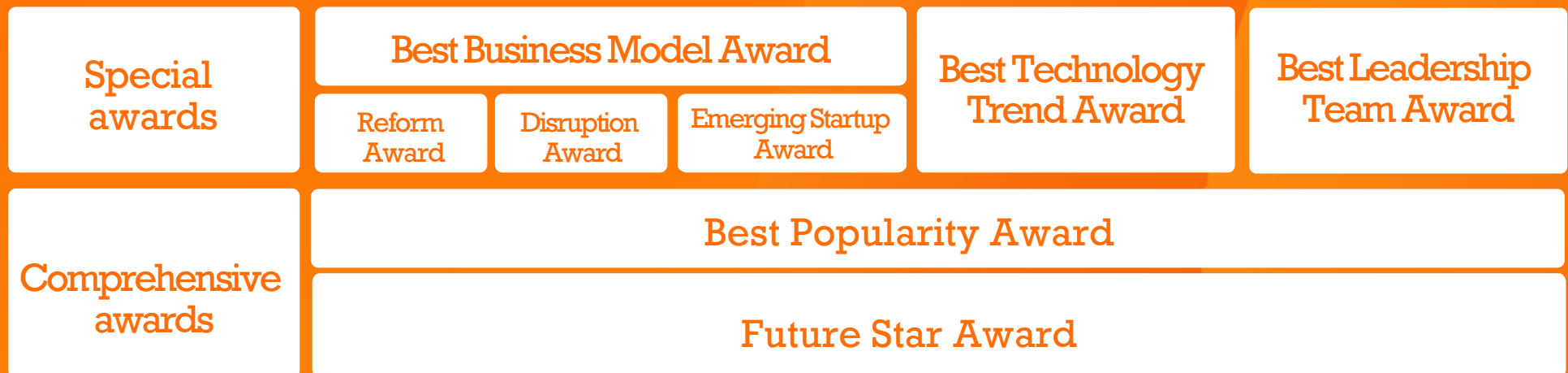
2. Best Technology Trend Award: selected from all participating companies, with only 3 winners.

3. Best Leadership Team Award: selected from the participating companies that have formed teams, with only 2 winners.

Comprehensive awards:

1. Best Popularity Award: selected from the top 50 shortlisted participating companies, with only 1 winner.

2. Future Star Award: selected from the top 50 shortlisted participating companies, with only 1 winner.



Note:

1. The company that has won the comprehensive award is not eligible to win the special award and is not qualified for consideration of the special award
2. When filling out the application form, the company should tick the box next to the special award for which it wants to apply.
An application form can only be used for the application for only one special award. If the company wants to apply for more than one special awards, it needs to pay extra application fees and submit the application form.

Scoring dimensions

1. Technology: leading technology applications and breakthroughs (considering patent situation, core technical teams, R&D capabilities, technological breakthrough levels, industry status and other indicators)
2. Model: model innovation and subversion of traditional models
3. Solution: solutions to the pain points and efficiency improvement
4. Prospects: future development potential and broad development prospects
5. Capital: valuation and capital market recognition (considering senior investor's investment, last round of financing valuation and other indicators)
6. Profit model: exclusive profit model, i.e., the process of achieving economic value for shareholders
7. Resource and capability: unique resources and capabilities, i.e., specific business models that support the customer value propositions and profit models
8. Customer value proposition: A unique customer value proposition refers to the tasks that a company needs to accomplish when providing services or products to its customers or consumers at a given price

		Technology	Model	solution	Prospects	Capital	Profit Model	Resource & capability	Customer value proposition
Best Business Model Award	Reform Award	8	20	18	8	6	18	15	7
	Disruption Award	8	20	18	8	6	18	15	7
	Emerging Startup Award	8	20	18	8	6	18	15	7
Best Technology Trend Award		25	6	18	18	8	8	9	8
Best Leadership Team Award		9	18	6	9	8	18	25	7
Future Star Award		18	15	6	20	18	6	12	5

Note: Jury members shall not participate in the scoring of the institutions they work for.

Qualifications for participation

An independent legal entity with scientific and reasonable business models and clear development goals;



A complete core participating team, with at least 1 member with a master's degree or above in the team;

The participating project enjoys IPRs or invention patent protection and is in line with the development direction and transformation and upgrading needs of the medical and healthcare industries, and is quite innovative with good market prospects and economic benefits;



If it is found that the participating company fills in false information, or other false copyright or patent etc information, the organizing committee of the competition has the right to disqualify the participating company. The company shall also bear the relevant legal responsibilities alone.

Instructions for participation:

- 1 Participating companies shall submit true, healthy and legal application information, with no adverse information, and shall also advocate and promote positive thinking and practice socialist core values.
- 2 The participating project shall not infringe on the IPRs of others. The inventions, patented technologies and resources involved shall have clear and legal IPRs or rights in rem. Any plagiarism, misappropriation, provision of false materials or violation of relevant laws and regulations will immediately disqualify the company from participating in the competition and the participating company shall be held legally accountable once found.
- 3 If the project involves IPRs of others, the company shall submit a complete and legally binding written authorization letter from the owner or a patent certificate etc.
- 4 The following information shall be prepared before application:
 - ① **Basic information about the company:** name of the company, registered address, date of establishment, the industry to which the company belongs, development stage of the company, competition category, awards and honors, basic information about the legal representative and contact person of the company.
 - ② **Required information about the core team:** name, position, gender, contact number, email address, highest level of academic degree and educational experience, main work experience/major achievements and awards/educational background.
 - ③ **Introduction of the company:** company overview (within 800 words), major technologies, products and services (within 800 words)
 - ④ **Major core technologies:** patents, phases of clinical trials of drugs and business innovation models etc.
 - ⑤ **Product and business operation:** market situation and competitive advantages of the products, current market competition, business models, solutions to the pain points and advantages of the industry and business expansion plans etc.
 - ⑥ **Financing details:** current financing stage, current financing amounts and equity financing experience.



Specific application process

Click to enter the application page <https://www.bagevent.com/event/hvis2022/p/479922>

Important attachments:

Business plan: Business plan in PPT or pdf format

Photo to represent the company: 1 photo that can represent the company's image shall be provided, with at least 1M resolution, in JPG or PNG format

Company's WeChat QR code : the company's WeChat QR code shall be provided, in JPG or PNG format

Picture of the company's logo: in JPG, PNG or AI format

Photocopy of the company's business license: in JPG, PNG or AI format

Proof of the company's operations: financial statements etc

Note:

- 1.The important basis for the preliminary selection is the application form
2. The following important attachments are required for further selection, and the business plan will be an important basis for further selection

Key points on the timeline



Selection rules

★ Preliminary round

1. The panel of expert judges are formed in the preliminary round to collectively review the application form samples submitted by biopharma startups and decide on the list of top 50 startups
2. Items for reference: application form and application attachment
3. Scoring rules: expert judges will score each scoring dimension separately according to the items for reference. The score for each dimension refers to the average value obtained by removing the highest score and the lowest score.

★ Final round

1. On March 16, 2022, the shortlisted startups will draw lots to decide the order of their defense and defend their business plans on site in that order. The panel of expert judges in the final round will decide on the list of winners
2. Items for reference: on-site defense performance and business plan
3. Scoring rules: expert judges will score according to the items for reference. The score refers to the average value obtained by removing the highest score and the lowest score.
4. Evaluation results: the ranking is based on the weighted average obtained by adding 50% of the preliminary round average score and 50% of the final round average score

Note: Both the preliminary round and the final round are designed with a full score of 10 points.

About BorMedicals · HVIS



BorMedicals is a team focusing on the medical industry under Borscon Group. We are committed to contributing our value to global healthcare industries, and are also dedicated to supporting healthcare startups, linking global healthcare elites, eliminating the costs of information exchange, providing an integrated online and offline platform, and building a big biomedical ecosystem in the era of great health.

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