

# Congratulations

*HOT Competitions*

YZUCM Students



**Good idea! Beat 850 Groups  
to Win the Champion**



Yuan Ze University's team "Bind True" competed in the Social Business Youth Summit 2016 & the Yunus Prize: 1st Social Innovation and Entrepreneurship Competition. They won the second place with the prize money of NTD. 80,000. This contest was held by the Ministry of Labor and National Central University. Dr. Muhammad Yunus, the recipient of the Nobel Peace Prize 2006, was invited as a jury and to award the prize.

## 1 Congratulations



# YUNUS

## 尤努斯獎

第一屆社會創新與創業競賽

# PRIZE

1st Social Innovation and Entrepreneurship Competition

元智管院學生獲

2016尤努斯獎亞軍

由諾貝爾和平獎得主尤努斯博士親自擔任評審並頒獎

## “YZUCM Students win the Yunus Prize.”

The “Bind True” team were inspired by food waste and market unfairness. Their work is based on the principles of zero pollution, zero waste, zero exploitation, zero unemployment. They purchase premature drops or strange-looking fruits directly from fruit farmers and process these fruits to make the most of the materials in order to minimize pollution and waste in the hope of eliminating market unfairness and rescuing fruit farmers’ livelihoods from service wholesalers’ monopolization.

What is difficult is not “doing good” itself, but “doing good” and making money at the same time. The challenge is to create an eco-system where strange-looking fruits that otherwise would become waste and pollution are linked to a platform so as to generate profit and eliminate exploitation and unemployment.

### Participating Students:

BBA: Yi-Ning Huang; EBBA: You-Cheng Chen, Chin-Yu Chang

### advisors:

Le-Wen Hsu & Jung-Jing Weng, Discipline of Organization Management, CM of YZU

# 2016 桃園創新創業國際論壇

## 桃園 新市力



More than 100 teams from across Taiwan competed in the 2016 International Innovation and Entrepreneurship Forum in Taoyuan, and the Social Innovation Contest, TYC X Champion: Youth are the Champions! The team “Farmer&You Working on Food” won the second place with the prize money of NTD. 80,000 for their ideas of working with ex-offenders. The team “Young, Good Housing” won the sixth place for their proposal to solve both the problems of the elderly living alone and the problem of youths’ lack for homeownership.

### 3 Congratulations



## “YZUCM students win the TYC X Champion: Social Innovation Contest.”

The team “Farmer&You Working on Food” pay special attention to ex-offenders and their social identity, as well as food safety scandals. As a way to serve a two-fold purpose, a restaurant was operated by the team and some ex-offenders, so as to provide a friendly and fair workplace to the ex-offenders. In terms of marketing, the restaurant does not promote the fact that it is run by ex-offenders but claims to be a place supplying locally sourced healthy food. Every dish put on the table is made of ingredients produced in Taoyuan by small

farmers using natural farming techniques. This restaurant thus forms the heart of the Taoyuan community.

### Participating Students:

#### “Farmer&You Working on Food”

BBA: Ding-Shian Yu, Si-Ting

Huang, Chia-Rou Wu, Si-Yu Chen

EBBA: Chung-Yan Chen, Zi-Yi Yang, Wei-You Chen

#### “Young, Good Housing” BBA:

Chong-Chia Huang, Yi-Chunan

Lu, Yi-Wen Li, Pei-Shuan Li, Yun-Chin Ma

EBBA: Chia-Yi Jain, You-Cheng Chen, Pei-Han Liao

Advisors: Le-Wen Hsu, Discipline of Organization Management, CM of YZU



## Two teams win best awards in the 2016 TOP Marketing and Sales Contest

Associate Professor Yen-Yi Chen directs two teams and win the Premium and Best awards in TOP Marketing and Sales Contest. The Premium Award is “Importing Dan Dan Burger into Australia” with the two-thousand-dollar prize, and the “best” award goes to “The Potential Market Power of KAZbrella in Japan.”

## *“ YZUCM students win the “ best ” awards in the 2016 TOP Marketing and Sales Contest. ”*

“Importing Dan Dan Burger into Australia”, developed by three senior EBBA students, performs the excellent target analysis and consumer demographics in Australia, presenting an appropriate marketing plan for a local brand to conquer a new international market.

The other best award “The Potential Market Power of KAZbrella in Japan” is presented by four senior undergraduate

students of College of Management. To identify the possibility of Japan market potential, the team members started from the fundamental analysis. The completed marketing strategy and PR activities for the product drew the jury’s attention and won a prize.



Participating Students:

### **Premium awards**

EBBA: Pei-Chieh Sung, Chih-Ting Hu, Yu-Fan Peng

### **Best awards**

BBA: Hsuan-Yun Kuo, Tzu-Chun Liu, Li-Wen Yang, Hao-Wen Chan, Ssu-Hua Chao, Ling-Lan Su

Advisor: Yan-I Chen, Discipline of Marketing, CM of YZU



***“ YZUCM students win the 2016 National College Innovative Business Strategy Competition. ”***

The 2016 National College Innovative Business Strategy Competition announces the winners. The team Salpoo, led by Pei-Zhu Chen from College of Management at YZU, takes the second place in the product marketing award category from 500 participating teams. The winning project is the collaboration of Salpoo and Unchun Noodles, a traditional noodle maker in Tainan.

**Participating Students:**  
BBA: Ting-Ying Lan, Han-Fang Hsiao, Yu-Ting Wu, Pei-Chu Chen, Pin-Jung Chen, Xin-Tong Chen

**Advisor:**  
Yun-Hsin Chou,  
Discipline of Marketing,  
CM of YZU





## ***“ 2015 ATCC The National College Business Case Contest — Winning Silver Medal ”***

**Beat 400 groups to win silver medal earning NT\$ 100,000.**

In the Marketing Planning and Proposing course, students introduced ASUS ABLE 3.0 Intelligent and Happy at your finger touch platform, and beat 400 groups to win silver medal, earning 100 thousand NT dollars.

The award-winning ideas of this platform design: are to integrate a diversity of resources including art, learning, public welfare, leisure, community and life into ABLE Points. It greatly enhances

the employee benefits of welfare points and freely usages. Eventually, the company and its employees build altruistic happiness of its business.

### **Participating Students:**

MBA: Ya-Ting Yang, Yi-Hsuan Chiang, Chen-Hao Liao, Hao-Yun Liu

### **Advisor:**

Yun-Hsin Chou,  
Discipline of Marketing,  
CM of YZU



## ***“ YZUCM students win Golden Award in the 2015 Venture Competition. ”***

Students from the College of Management take first place in the Social Enterprise Category of the 2015 Venture Competition in Taoyuan. Their work “2/3 Canteen” wins NT\$30,000.

To avoiding food wasting, the team tried to manage to amount of food in a bento. It's reported that people waste 2.75 million tons of food every year in Taiwan. This project is to create a small portion of the meal and share the leftover with people in need. The team also expects to

cooperate with social enterprises and charity organizations to change the situation.

### ***Participating Students:***

BBA: Ying-Wen Liao, Hung-Jie Huang, Jo-Yi Lin  
EBBA: Pu Hsueh, Chun-Ting Pu, Ning Ko, Si-Jie Liu

### ***Advisor:***

Yueh-Ysen Lin, Discipline of Organization Management, CM of YZU



## *“ YZUCM students win NT\$150,000 Silver Award in the innoBomb Venture Contest. ”*

Three junior students from the College of Management develop an app called “Watching Over Shelter Pet” under the supervision of Professor Yueh-Tsen Lin. Their design receives the Silver Award in the innoBomb Venture Contest, hosted by Samsung, Taiwan. As the issue of abandoned dogs is getting worse these days, the team intends to promote people to adopt these dogs in the shelter and no need to take them home. The app, “Watching Over Shelter Pet”, makes owners check on dogs in the shelter and pay for their

expense online. The app is expected to increase numbers of dog adoption and improve the situation of dogs in shelters.

### **Participating Students:**

BBA: Ting-Ying Lan, Pei-Chu Chen, Hsi-Yu Huang

### **Advisor:**

Yueh-Ysen Lin, Discipline of Organization Management, CM of YZU



## *“ YZUCM students win the TiC100 Social Enterprise Innovation Competition. ”*

YZU CM's students won the first and second places in the category of “Townway”. After 200 days of hard work, they stand out from 143 teams from more than 40 facilities across more than 30 universities!

The students from Yuan Ze's CM worked with farmers in Chushang to develop ice cream using the local specialty, sweet potato. They marketed the ice cream through leading convenient store chains in Taiwan, successfully catching the

wave of convenient stores' ice cream this summer. This creative project won the first place with the prize money of NTD. 80,000 in the category of “Townway.”

Bao-Hwa Huang says their project integrates agricultural products from Chushang with cultural innovation so as to invigorate the local economy. The students named their project “Magic lamp realizing Bamboo's dream” and used locally grown sweet potato to remind people of Chushang.

**“ After 200 days of hard work, we stand out from 143 teams from more than 40 facilities across more than 30 universities! ”**

According to Bao-Hwa Huang, Chushang was the first developed area in Nantou County. As early as in the 18th century, Chushang was the trading hub of agricultural products and various goods. However, as young people moved to big cities, the prosperity of Chushang has long disappeared. Thus, they choose sweet potatoes produced by local farmers to create an array of creative products, such as the popular ice cream sold at

convenience stores, sweet-potato cakes, sweet-potato rolls and other desserts.

**Participating Students:  
First Place, “Townway”**

BBA: Wen-Jing Liao

EBBA: Bao-Hwa Huang, Su-Wen Liu, Yu-Chian Chiu

**Second Place, “Townway”**

EBBA: Pei-Yun Luo, Chun-Chiao Chen, Yun-Shuan Duan





***“ Good idea! Beat 850 groups to win the champion.”***

In the Internet marketing course, MBA students introduced LED system to improve the system of UBike and rebuild its Business Model, winning the champion at the 4th Vision 2025 of Adult Creativity Contest in 2013.

The creative idea of this project comes from using the original UBike of gearing the front and rear wheel lighting to supplying the remaining power directed back to the wheel equipped with LED nightly, providing extra advertising space for industry needs. It can increase advertising

revenue with high exposure through the UBike up to 5,000 in Taipei. In addition, it successfully integrates with a variety of functions in UBike App, and increases a good experience of users when cycling with Ubike.

**Participating Students:**  
MBA: Pei-Chen Hsiung, Chi-Jen Li, Te-Cheng Liu, Yu-Ting Teng

**Advisor:**  
Tseng-Lung Huang,  
Discipline of Marketing,  
CM of YZU



***“ YZUCM students win Golden awards in the HOT Competition-Health x Home Open Technology. ”***

Of over 200 teams from universities nationwide, Four students from CM of YZ invented “OH! Baby all”, an intelligent package used for monitoring the baby’s healthy physical status, won the golden award in the group of Intelligent Healthy Living of HOT Competition-Health x Home Open Technology in 2013. Yu Ling Ko of "OH! Baby all" said the package, including an intelligent baby sling and app, collects the baby’s physical data and transforms into digital signals for analyzing. Textile fibers of the baby sling transmit that

information to the monitoring module, and then send to the cell phone. The baby sling keeps the baby warm and monitors its heartbeats, breathing, temperature, and physical activities. Users or parents receive notification via their cell phones if any unexpected circumstances happens.

***Participating Students:***

MBA: Yu-Ling Ko, Meng-Hsuan Tsai, Chia-Ling Mei, Yu-Di Su

***Advisor:***

Hua-Hung Weng, Discipline of International Business, College of Management

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