

# **Southeast Asia Division Contest of China International College Students' Innovation Competition (SEA-CICSIC)**

Presented by | **Xiamen University Malaysia**

# Content

PART

**01**

China International College Students' Innovation Competition (CICSIC)

**02**

Southeast Asia Division Contest of China International College Students' Innovation Competition (SEA-CICSIC)

**03**

CICSIC Highlights

**04**

How to participate

Part 1

---

# China International College Students' Innovation Competition (CICSIC)



## China International College Students' Innovation Competition (CICSIC)

---

*Formerly known as China International College Students' "Internet+" Innovation and Entrepreneurship Competition*

# Origin & History

1/

Launched in 2015 and hosted by the Ministry of Education of the People's Republic of China

2/

After years of development, the competition has become the largest innovation contest in the world

3/

Witnessed the birth and growth of numerous outstanding projects, making a positive contribution to global economic and social development

# Purposes & Targets

- 01.** Promote teaching through competition and explore new approach for talent development
- 02.** Promote learning through competition and foster a strong force of innovation and entrepreneurship
- 03.** Promote innovation through competition and build a new platform for industry-academia integration

# Competition Scale and Participant

Participate by universities worldwide, with numerous participating projects spanning a wide range of academic disciplines

Open to all university/college undergraduate and postgraduate students, and graduated students

# China International College Students' Innovation Competition (CICSIC)

---

## 2025

**24.4 M**

Participants

**6.19 M**

Projects

**153**

Countries &  
regions

**5,673**

Universities/  
colleges

Southeast Asia Division Contest  
of China International College  
Students' Innovation  
Competition  
(SEA-CICSIC)

# 11 Southeast Asia Countries



# Project Entry Requirement

1

Address social needs, create new products and business model, and promote the transformation of key industries such as manufacturing, agriculture, health, energy, and environmental protection.

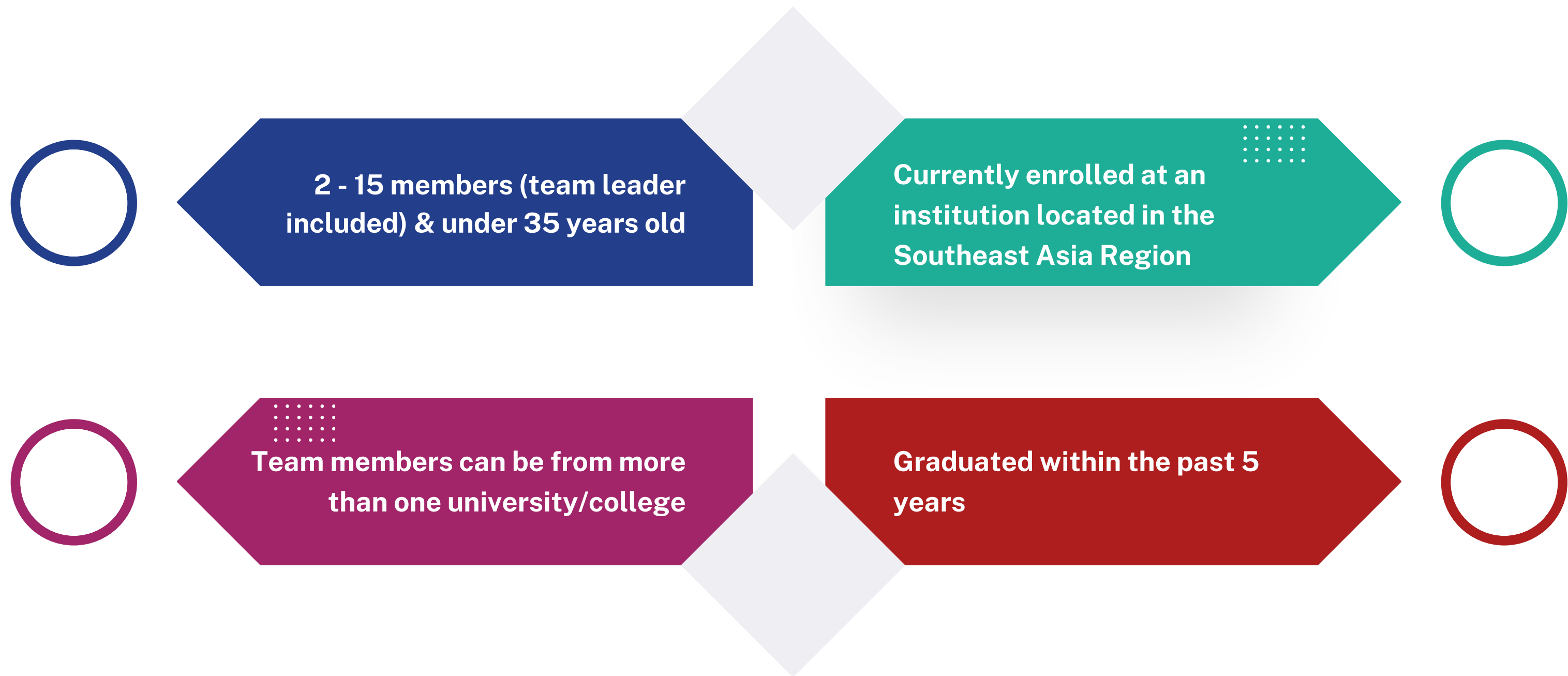
2

Facilitate the integration of digital technology with education, medical care, transport, finance, and cultural exchange.

3

Gold and Silver winning projects from previous years' CICSIC competitions are not eligible for submission

# Team Requirement



# Categories

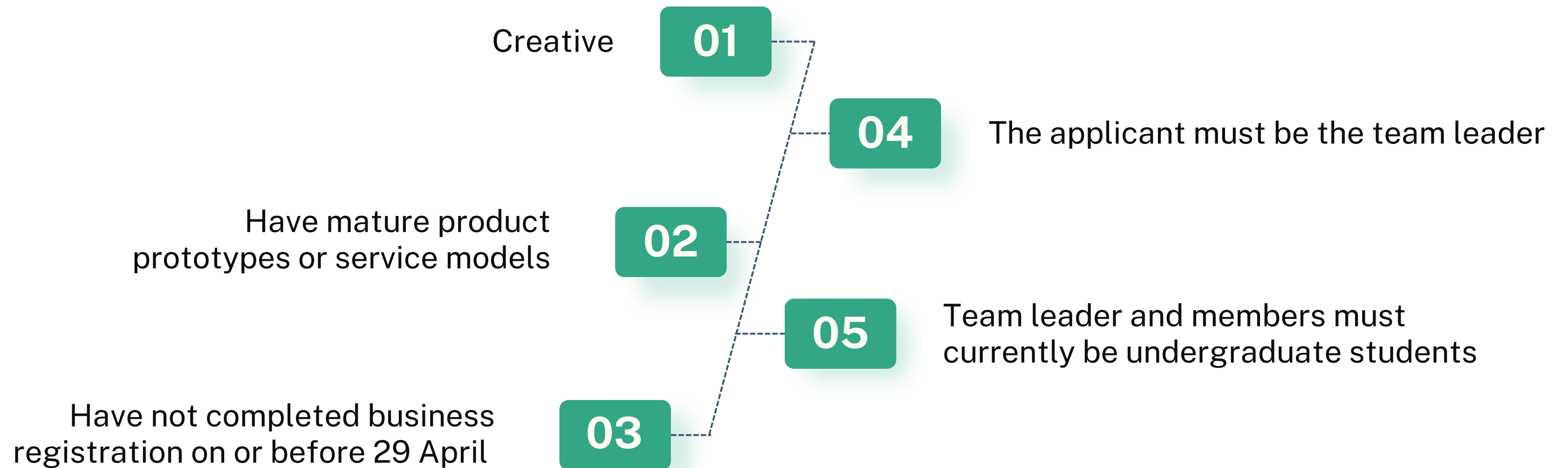
**U** Undergraduate

**I** Idea stage

**P** Postgraduate

**S** Startup stage

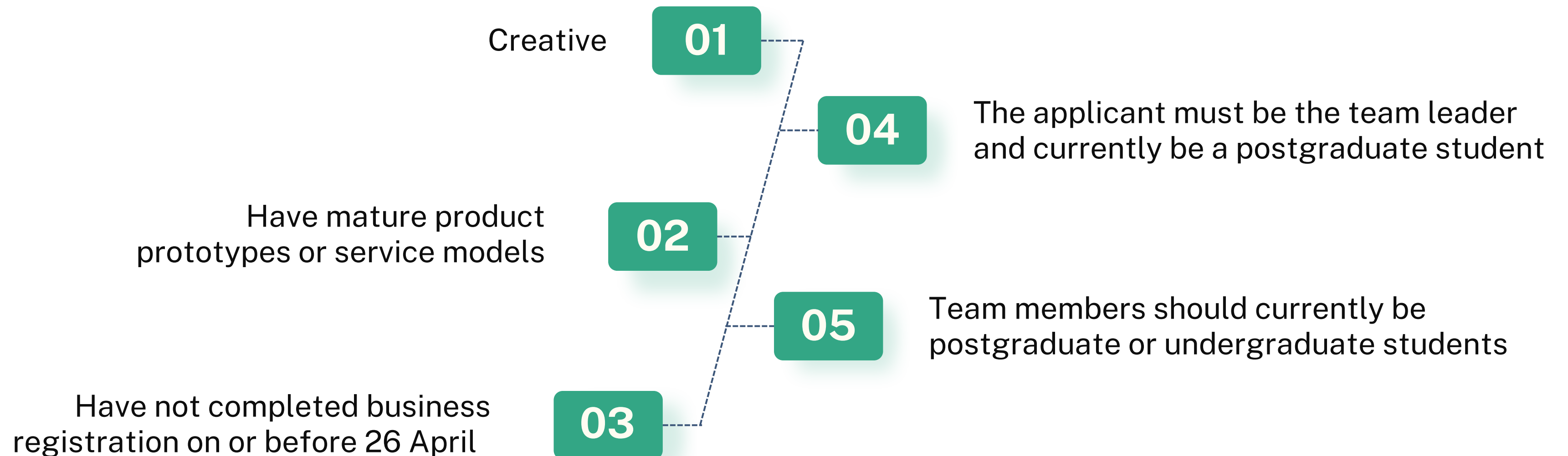
# Undergraduate - Idea Stage



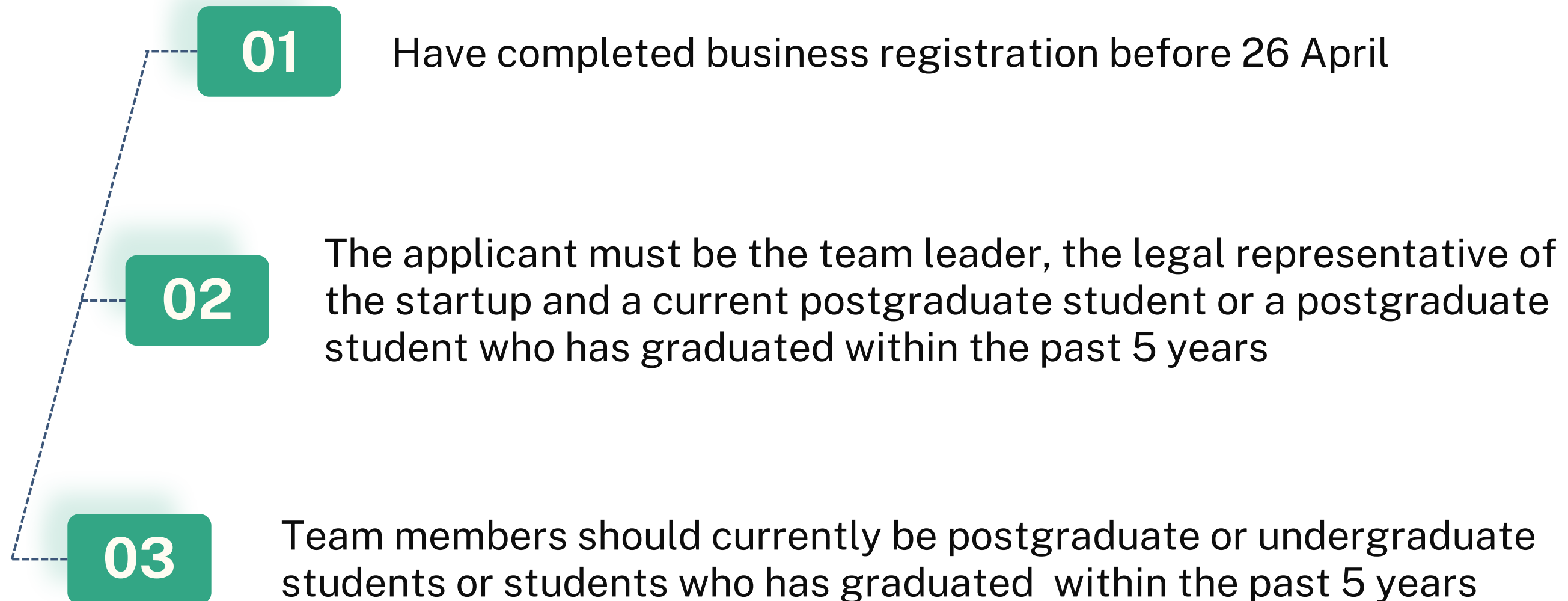
# Undergraduate - Startup Stage

- 
- 01** Have completed business registration before 26 April
  - 02** The applicant must be the team leader, the legal representative of the startup
  - 03** Team leader and members must be currently be undergraduate or an undergraduate who has graduated with an undergraduate degree within the past 5 years

# Postgraduate - Idea Stage



# Postgraduate - Startup Stage

- 
- 01** Have completed business registration before 26 April
  - 02** The applicant must be the team leader, the legal representative of the startup and a current postgraduate student or a postgraduate student who has graduated within the past 5 years
  - 03** Team members should currently be postgraduate or undergraduate students or students who has graduated within the past 5 years

# Submission

01

**REGISTRATION**

[www.mys.pilcchina.org/home](http://www.mys.pilcchina.org/home)

02

**COMMENCEMENT DATE**

03 April 2026 (Tentative)

03

**DEADLINE**

19 April 2026 (Tentative)

04

**COMPULSORY**

Business plan in PPT format & proof of academic status, shareholder status

05

**SUPPLEMENTARY**

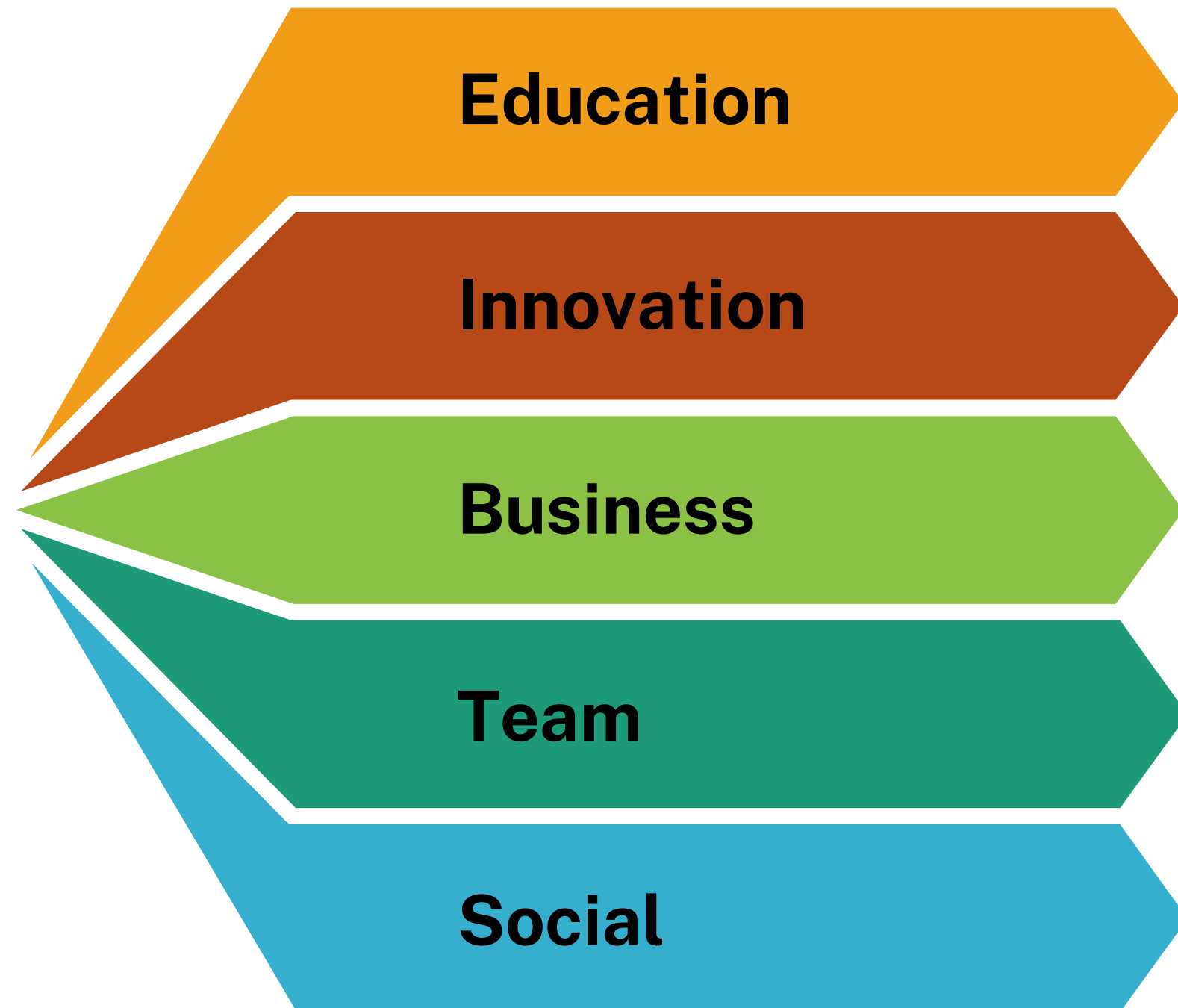
Business plan in WORD format or a 1-minute video

06

**LANGUAGE**

English only

# Key Judgement Considerations



# Judging Criteria

**01**

## **EDUCATION**

### **Skill enhancement**

How does the project enhance team members' innovative and entrepreneurial skills?

### **Innovation demonstration**

How does the project demonstrate the team's innovative thinking and problem-solving ability?

**02**

## **BUSINESS PLAN**

### **Business model**

Does the project have a clear business mode, and is it capable of generating profits?

### **Marketing strategy**

Does the project have an effective marketing strategy, and is it capable of attracting the target customers?

**03**

## **TEAM**

### **Team capabilities**

Do the team members possess the necessary expertise and experience to execute the project?

### **Team collaboration**

Can the team members collaborate efficiently and work together to accomplish tasks?

**04**

## **EXPECTED OUTCOME**

### **Social benefits**

Does the project have significant social benefits, and can it contribute to society?

### **Economic benefits**

Does the project have significant economic impact, and can it generate return for investors?

# CICSIC Highlights



# Highlights

**> 7000**

Companies were founded

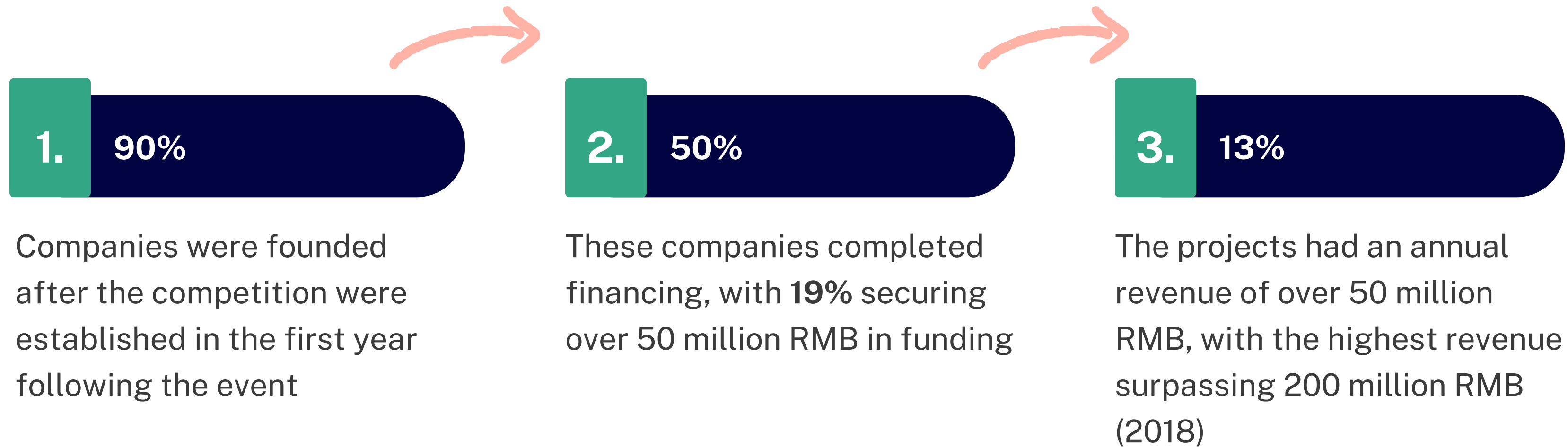
**> 600,000**

Job opportunitites

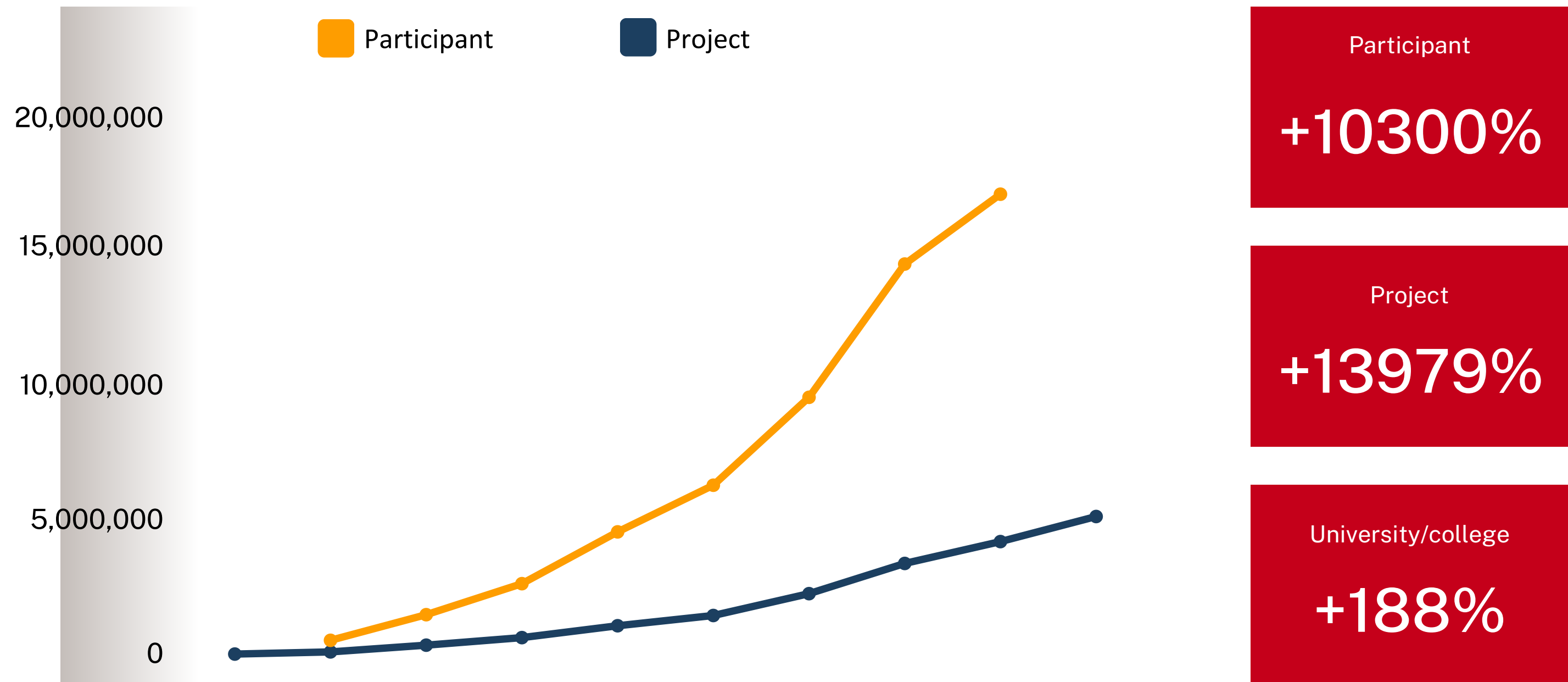
**> 4 million**

Employment

# Highlights



# Highlights



# Champions



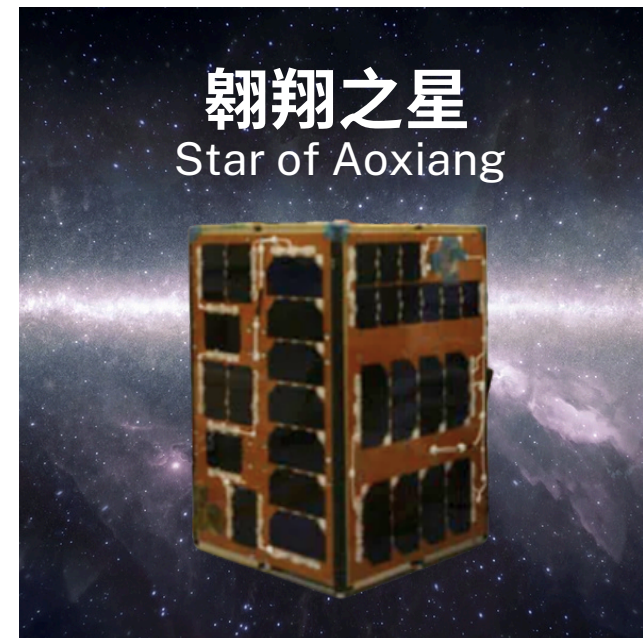
**2015**

Zhejiang University

Intelligent vision assistants

Beihang University

Unicorn unmanned helicopter system



**2016**

Northwestern Polytechnical University

Soar series satellite



**2017**

Zhejiang University

Genius Pros --- Lidar



**2018**

Beijing Institute of Technology

CCIV --- the industry definer of future commercial unmanned vehicle



**2019**

Tsinghua University

Cross twin motor unmanned helicopter with compound thrust tail rotor

# Champions



2020

Beijing Institute of Technology

Satellite network communication measurement



2021

Nanchang University

Zhongke Optical Core --- industrial application of silicon-based phosphor-free luminescent chip



2022

Nanchang University of Science and Technology

Light and shadow --- pioneer of billion pixel infrared intelligent computational imaging



2023

Peking University

Cross-species tumor gene therapy



2024

Jiaotong University

Nezha --- hybrid aerial underwater vehicle

# How to Participate?

# Identify your business idea and validate its potential



### Discover your business idea

Focus on social issues, identify unmet needs, and recognize problems in daily life to propose solutions



### Choose your business idea

Evaluate the feasibility, market potential, and competitive advantages of idea, and select the most promising ones for further development



### Protect your business idea

Understand the laws and regulations related to intellectual protection, apply for patents or take other protective measures for your ideas



# Team structure and tasks



### Select your team members

Select talents with different expertise and backgrounds based on project needs, focusing on the complementary of team members



### Team collaboration

Enhance team communication and collaboration, foster a positive work environment, and improve overall team efficiency



### Clear division of labor

Assign tasks based on the strength of team members to ensure that each individual can leverage their advantages



# Market research & planning



### **Market research**

Understand the target market's needs, competitive landscape, and industry trends to provide a basis for project development



### **Business plan development**

Based on the market research results, develop a detailed business plan, including product positioning, marketing strategies, financial budget etc.



### **Risk assessment & response**

Analyze the potential risks and challenges the project may face, and develop corresponding countermeasures and contingency plans

# Presentation skills & strategies



### **Project presentation skills**

Enhance the logical flow and appeal of the project presentation



### **Presentation skills**

Improve verbal communication and adaptability skills, ensuring accuracy and clarity in language expression



### **Strategy application**

Arrange the project presentation sequence and timing according to the competition rules and evaluation criteria, aiming the best performance

## Committee Background

# Malaysia-China Youth Innovation Competition



2019

## 1st Malaysia-China Youth Innovation and Entrepreneurship Competition

- Regional preliminary round for the international track of the 5th CICSIC in Malaysia
- Attracted near 180 students



2021

## 2nd Malaysia-China Youth Innovation and Entrepreneurship Competition

- The competition was held online
- Attracted over 250 students



2024

## Malaysia-China Youth Innovation Competition

- Regional preliminary round for the international track of the 10th CICSIC in Malaysia
- Attracted more than 380 students

# Southeast Asia Division Contest of China International College Students' Innovation Competition (SEA-CICSIC)

---

## Important Dates

### Qualification Review & Online Evaluation

April -May 2026\*

### Registration Deadline

19 April 2026\*

### Final Competition

June 2026 \*

### Announcement of Finalists

May 2026\*

\* Tentative dates

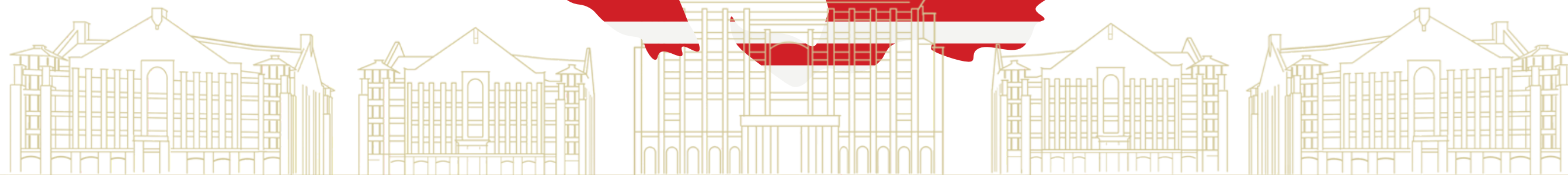
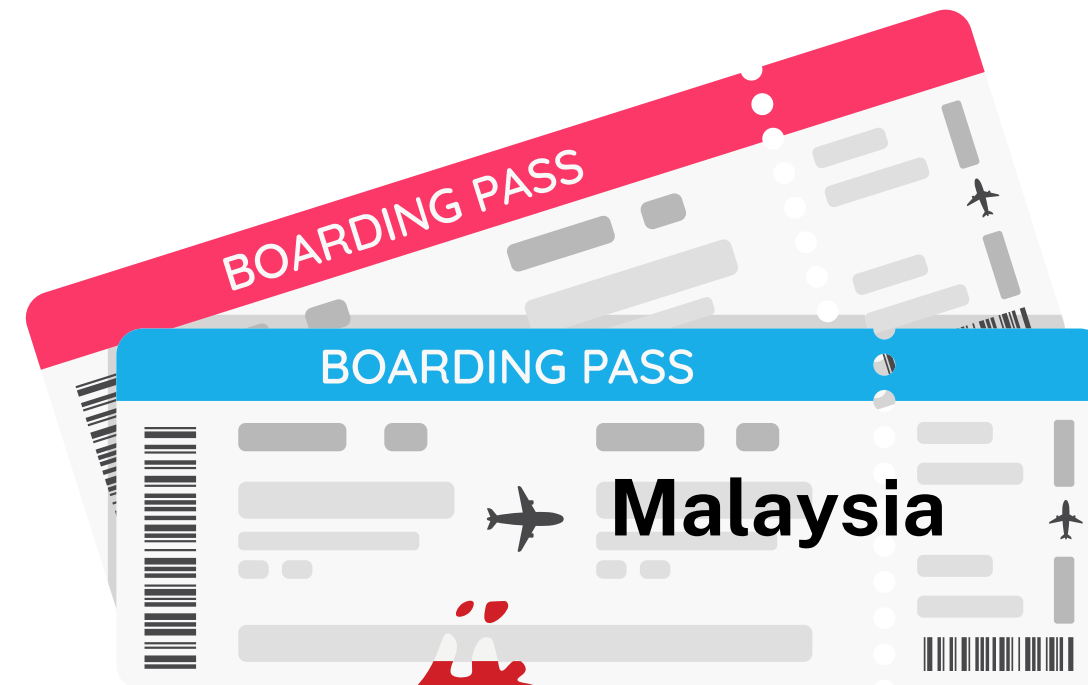
# Southeast Asia Division Contest of China International College Students' Innovation Competition (SEA-CICSIC)

---

## Finalists

### Top 60 Sponsored trip to Malaysia\*

- 2 participants/team
- 1 advisor/team
- Flights (return, economy)
- Accommodation (2 nights)



# Southeast Asia Division Contest of China International College Students' Innovation Competition (SEA-CICSIC)

---

## Finalists



Win cash prizes up to  
**RM 290,000**

**Sponsored industrial  
visits** (selected teams)

Connect with **innovators**  
across **Southeast Asia**

## Events & Activities

### **1** Final Competition

● June 2026 \*

● Pitching

● Networking dinner \*

### **2** Award Ceremony

● June 2026 \*

● Presentation (Gold)

● Reception lunch \*

# Organizing Parties & Contacts



➤ Innovation and Entrepreneurship Centre  
innocompetition@xmu.edu.my

➤ (+60) 3 8705 5120 (Ms. Cao)  
(+60) 3 8705 5338 (Ms. Kwan)

The background features a light beige color with decorative elements. In the upper right, there is a cluster of several small, stylized bird silhouettes in flight, positioned above a series of thin, wavy lines that resemble water or a horizon. A similar set of wavy lines is located in the lower left corner. The text 'THANK YOU' is centered in a bold, orange, sans-serif font.

**THANK YOU**