

2026 Student Challenge Entrepreneurship Idea Competition

The Woosong University Startup Center is pleased to announce the 2026 Student Challenge - Entrepreneurship Idea Competition, which will serve as a Local Challenge to select university representative teams for the 2027 Babson Global Student Challenge, organized by Babson College.

The competition aims to strengthen students' global entrepreneurship capabilities and English presentation skills. We encourage all eligible students to participate.

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Program Overview

Category	Details
Program	2026 Student Challenge – Entrepreneurship Idea Competition (Local Challenge for the 2027 Babson Global Student Challenge)
Purpose	To select Woosong University representative teams for the 2027 Babson Global Student Challenge, organized by Babson College, and to strengthen students' global entrepreneurship and English presentation skills
Theme	Propose a new business idea that addresses one or more of the UN Sustainable Development Goals (UN SDGs) and has the potential to develop into an independent future venture
Tracks	① WSU Undergraduate ② SolBridge Undergraduate ③ WSU Graduate
Team Size	Teams of 2-6 students
Eligibility	Students currently enrolled in the applicable competition track
Language	English
Final Round	Friday, November 27, 2026 / 13:00 – 18:00
Venue	• WSU : Room 304, W6 Liberal Arts Building • SolBridge : Room 229, SolBridge
Format	5-minute English presentation + 5-minute Q&A per team
Advancement	The 1st-place team from each track will be selected to advance to the 2027 Babson Global Student Challenge Semi-finals

※ Eligibility Requirements

Requirement	Details
Same Institution & Academic Level	All members of a team must belong to the same institution and the same academic level. Eligible team combinations are: WSU Undergraduate / SolBridge Undergraduate / WSU Graduate
Students from Other Universities	Exchange students, visiting students, and credit-exchange students whose home institution is another university are not eligible
Business Idea Requirement	The proposed idea must be a new, independent business concept and must not be an existing operating business or a spin-off from an existing company
English Requirement	Participants must be able to deliver the presentation and respond to questions in English

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Schedule & Preliminary Selection Process

※ Important: WSU and SolBridge follow different schedules and different preliminary selection procedures. Please make sure to follow the schedule for your institution.

	WSU	SolBridge
Application Deadline	Nov. 6, 2026 (Fri.), 15:00	Oct. 23, 2026 (Fri.), 15:00
Preliminary Program	Oct. 30 (Fri.) Zoom Training	Nov. 3 (Tue.) Info Session
Preliminary Evaluation	Application Form + Presentation Materials Review	Evaluation of a presentation video of up to 5 minutes
Video Submission	Not required before the Final Round	By Nov. 8 (Sun.)
Finalists Announcement	Nov. 13 (Fri.)	Nov. 19 (Thu.)
Final Round	Nov. 27 (Fri.)	Nov. 27 (Fri.)

■ WSU Teams (Undergraduate & Graduate)

Step	Details
Video submission	No preliminary video submission is required. However, presentation materials must be submitted
Preliminary Evaluation	Finalists will be selected based on the business idea described in the application form and the submitted presentation materials
Zoom Training	The October 30 Zoom Training will explain the competition process and the video requirements for the Global Challenge
After Winning the Local Challenge	The 1st-place team in each WSU track will later be required to prepare a 5-minute English presentation video for the Babson Global Student Challenge Semi-finals

■ SolBridge Teams (Undergraduate)

Step	Details
Video submission	Submit an English presentation video of up to 5 minutes by November 8
Preliminary Evaluation	Submitted videos will be evaluated to select teams for the Final
Info Session	The November 3 Info Session will explain the competition process and the video requirements for the Global Challenge
After Winning the Local Challenge	The 1st-place team in each WSU track will later be required to prepare a 5-minute English presentation video for the Babson Global Student Challenge Semi-finals

A. Submission Deadline and Location

	WSU	SolBridge
Deadline	Nov. 6 (Fri.), 15:00	Oct. 23 (Fri.), 15:00
Submission Location	(TA) Nadim Sakib International Administration Office Room 218, 2nd Floor, W19 Endicott Building	Tutoring Lab Room 228, SolBridge
Method	In-person paper submission	In-person paper submission

B. Required Documents

No.	Required Documents
1	One Team Application Form • Includes the Personal Information Consent Form • Handwritten signatures from all required team members
2	Certificates of Enrollment for all team members

C. Important Application Instructions

- Please complete all student information electronically.
- Provide handwritten signatures only in the designated signature fields.
- Do not alter the provided application form.
- Incorrect contact information may result in missed notices or communications.
- Online submission(include Google Form) alone will not be accepted.

Your application is complete only after all required paper documents have been submitted.

A. Preliminary Evaluation

Track	Process	Evaluation
WSU	Application Form & Presentation Materials → Evaluation → Finalist Selection	Review of the proposed business idea, eligibility requirements, participation restrictions, and submitted presentation materials
SolBridge	Video Submission → Video Evaluation → Finalist Selection	Evaluation of the submitted English presentation video of up to 5 minutes and the proposed business idea

B. Final Round

Category	Details
Date & Time	November 27, 2026 (Fri.), 13:00 – 18:00
Presentation Time	5-minute presentation + 5-minute Q&A per team
Language	English
WSU Venue	Room 304, W6 Liberal Arts Building
SolBridge Venue	Room 229, SolBridge
Judging Method	Combined scores from three judges
Presentation Order	To be announced separately before the event

No.	Criterion	What Will Be Evaluated	Weight
1	Problem Identification	Whether the team clearly understands the scale and significance of the problem and logically connects it to the UN SDGs	10%
2	Business Concept	Whether the proposed product/service clearly addresses the identified problem and presents a viable business structure beyond a basic idea	10%
3	Customer Analysis	Whether potential customers are clearly identified and their needs are supported by appropriate research	10%
4	Market Analysis	Whether market size and growth potential are analyzed using reasonable evidence	10%
5	Value Proposition	Whether the team identifies competing alternatives and presents clear differentiation and competitive advantages	10%
6	Revenue Model	Whether the team presents a reasonable revenue/cost structure and a sustainable business model	10%
7	Social Impact	Whether the team presents economic, environmental, and social impact and demonstrates alignment with the UN SDGs	10%
8	Concept Validation	Whether the team has validated the idea through research, interviews, testing, or other relevant methods	10%
9	Presentation Delivery	Readability of presentation materials, professionalism, clarity, and persuasiveness	10%
10	Time Management	Compliance with the 5-minute presentation limit	10%
Total			100%

※ Tie-break Rule: In the event of a tie, the team with the higher Presentation Delivery score will be ranked higher.

Award	Recognition	Prize Value	WSU UG	SolBridge UG	WSU Graduate	Total
1 st Place	President's Award	Goods worth KRW 500,000	1 team	1 team	1 team	3 team
2 nd Place	Dean's Award	Goods worth KRW 300,000	2 team	2 team	2 team	6 team
3 rd Place	Startup Center Director's Award	Goods worth KRW 200,000	2 team	2 team	2 team	6 team
Total			5 team	5 team	5 team	5 team

*Dean's Award :

- WSU : Dean of Endicott College of International Studies Award
- SolBridge : Dean of SolBridge Award

※ Important: Winning teams will receive goods equivalent to the designated prize value.
Cash and cash-equivalent prizes will not be provided.

※ Certificates and completion certificates may be distributed separately after the event.

A. Representative Team Selection & Global Challenge Schedule

The 1st-place team from each competition track will be selected as a university representative team for the 2027 Babson Global Student Challenge Semi-finals.

Category	Details
Advancing Teams	WSU Undergraduate – 1 st Place SolBridge Undergraduate – 1 st Place WSU Graduate – 1 st Place
Required Submission	English presentation video of up to 5 minutes
Semi-finals Submission Deadline	March 17, 2027
Semi-finals Judging Period	March 24 – April 7, 2027
Finalists Announcement	April 12, 2027
Global Finals	May 2027

B. Support for Representative Teams

Support	Details
Presentation Support	Support for preparing PPT materials and presentation videos
Expert Mentoring	Mentoring to further develop and refine the team's business idea
Administrative Support	Administrative assistance related to participation in the Global Challenge

C. Benefits for Global Challenge Winners

Benefits	Details
Global Program Opportunities	Winning teams may receive opportunities to participate in Babson College global programs
Prize Money	Global Challenge winners may receive prize money according to Babson's competition rules
Babson Build	The Global Challenge 1st-place team may receive an opportunity to participate in Babson Build at Babson College in the United States

A. Participation Restrictions

The following may result in disqualification from participation or cancellation of an award.

Category	Details
Failure to Meet Eligibility Requirements	Failure to meet the announced eligibility requirements regarding student status, institution, or academic level
Existing Business Idea	An idea based on an already operating business or a business derived from an existing company
Ineligible Business Area	Businesses related to entertainment, speculation, gambling, or other areas inconsistent with the purpose of the competition
Intellectual Property Infringement	Ideas that infringe upon another party's patent, copyright, or other intellectual property rights
False Information	False information or significant errors found in the application or submitted materials
Other	Any other case deemed inconsistent with the purpose or eligibility requirements of the competition

The Babson Global Student Challenge is also intended for new, independent business concepts rather than existing businesses or spin-offs from existing companies.

B. Important Notes

Item	Details
Deadlines	All submission deadlines and submission procedures must be followed
Returned Documents	Submitted documents will not be returned
Changes to Team Composition	Changes to team composition after application submission are generally restricted
After Advancement to Semi-finals	Team members cannot be changed after advancing to the Global Challenge Semi-finals
Cancellation of Awards	An award may be cancelled if eligibility violations or false information are discovered after the award has been granted
Schedule Changes	Announced schedules and details may be adjusted depending on operational circumstances. Any changes will be announced separately

Institution	Contact
WSU	Hayder1111@wsu.ac.kr
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	startup@wsu.ac.kr
SolBridge	fernandes.melanie@solbridge.ac.kr
	shijith.pm@solbridge.ac.kr

※ For questions regarding applications, required documents, or competition schedules, please contact the appropriate office for your institution.