HYLIFE GROUP

63 MOO 7, NONG KHWAI SUBDISTRICT, HANG DONG DISTRICT
CHIANG MAI PROVINCE, THAILAND 50230

PROJECT PROPOSAL: HYLIFE INNOVATION EXCELLENCE AWARDS 2025

Theme: A Better Chiang Mai Begins Here

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1. Introduction

Hylife Group recognises that innovation is not just an advantage, but a crucial factor for sustainable growth and industry leadership. In 2024, the Hylife Innovation Excellence Awards were established to promote and accelerate the development of groundbreaking innovations, creating opportunities to transform industries and build a brighter, more sustainable future. Driven by the remarkable success and impact of its inaugural event, the Hylife Innovation Excellence Awards 2025 are being held for the second year under the theme "A Better Chiang Mai Begins Here" to continue our unwavering commitment to igniting creativity, creating collaboration, and driving innovation forward.

The Hylife Innovation Excellence Awards 2025 is not just a competition, it's an investment in the future. We aim to cultivate an environment conducive to innovation growth, encourage ambitious individuals, and collectively create a sustainable future. Winners in each category will receive an opportunity to negotiate a joint venture agreement with Hylife Group and its partners, up to 1,000,000 Baht, along with mentorship from qualified experts. We anticipate this award will be a crucial mechanism to truly drive excellent innovative ideas to further develop and create widespread impact.

Hylife Group invites everyone to be a part of this significant journey. Let's ignite ideas, foster innovation, and drive our industry to the next level at the Hylife Innovation Excellence Awards 2025. We believe in the power of creativity and are ready to support every aspiration to become a reality.

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2. Project Objectives

The Hylife Innovation Excellence Awards 2025 program is organised to create a strong innovation business ecosystem in Chiang Mai province, with 4 main objectives:

2.1. Connecting entrepreneurs with business opportunities:

Providing a platform for innovative SMEs and startups to present their business plans to investors, business partners, and expert mentors, thereby opening doors for fundraising, partnership creation, and business network expansion to accelerate business growth.

2.2. Promoting Sustainable Business Growth and Expansion:

We support existing businesses by providing in-depth consultations from experts, business plan development, and access to necessary resources. This aims to elevate businesses towards stable growth and create long-term positive impact.

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2.3. Develop Chiang Mai into a Northern Innovation Hub:

Drive Chiang Mai province to become the Innovation Hub of the North by gathering and recognising excellent business innovations that can create added economic value and enhance the quality of life for people in the area.

2.4. Forge strategic alliances with Hylife Group:

Provide opportunities for high-potential innovative businesses to form business partnerships with Hylife Group in real estate, manufacturing, and asset management, to jointly develop new solutions and expand business operations in the Southeast Asian region.

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3. Competition Categories

3.1. Competition Overview

The Hylife Innovation Excellence Awards 2025 competition is organised under the theme "A Better Chiang Mai Begins Here". Its objective is to provide a platform for existing SME and Startup businesses to present their business plans to investors, business partners, and expert mentors, seeking opportunities for fundraising, partnership building, and business network expansion.

3.2. Types of Competition by Business Group

To align with the main industrial context of Chiang Mai Province and Hylife Group's expertise in building business partnerships, the competition format is divided into 3 categories according to business groups, as follows:

Track 1: Real Estate & PropTech

Track 2: Manufacturing & Innovation Technology

Track 3: Asset & Financial Management

Competitors must select only one business group that aligns with their submitted business. After selection, the team must propose a development plan for solutions aimed at specifically solving problems or creating added value within that industry group.

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4. Competitor Qualifications

4.1. Key Qualifications

- Must be entrepreneurs or business owners whose product or service has been in operation for no more than 3 years.
- Must be an SME or Startup business with a working prototype or a product/service already in actual use.
- Must have verifiable revenue or a proven customer base, along with documents or evidence of actual operations.
- Must have a clear business expansion plan and be seeking opportunities to build business partnerships or receive investment.
- Must be an entrepreneur or a business owner with a registered capital of less than 1 million THB.

4.2. Additional Qualifications

- Thai nationality or a foreigner legally able to conduct business in Thailand.
- Must be able to communicate in either English or Thai sufficiently for presentation purposes.
- Available to participate in the final competition day at Plaii Ballroom, Chiang Mai Marriott Hotel

4.3. Team Composition

- Each team must consist of 3–5 members.
- At least 1 representative must present in the final round

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5. Competition Format

Round 1: Pitch Deck (Online Application and Video Pitch)

- **Online Application:** Interested project participants must submit an online application, presenting their core business concept, demonstrating business growth, especially within the current customer base, as well as initial financial data, even for early-stage businesses. Additionally, applicants must present a clear business growth plan, attach a portfolio of their services or products (Prototype) consistent with the presented concept and business plan, and specify their investment needs, whether for financial support or other forms of joint venture. Details must be presented in both Thai and English
- Applicants may only submit entries to *one Track*, enabling the judging committee to appropriately consider and score based on the context of each business group. These categories are Track 1: Real Estate & PropTech, Track 2: Manufacturing & Innovation Technology, and Track 3: Asset & Financial Management.
- **Video Pitch [Optional]**: To enhance the clarity and impact of your idea, applicants may submit a short video presenting their product, service, or innovation (maximum length: **3 minutes**). The video will be used in the preliminary evaluation by the expert committee to support the selection of teams advancing to the next stage of live pitching. The video can be either in **English** or include **English subtitles**.

  Note: Submitting a video is optional. Applicants without a video will still be eligible for the selection process.

- Applicants can submit their applications via this link: https://innovation.hylifegroup.com/

Round 2: The Final Pitch (On-site) at Plaii Ballroom, Chiang Mai Marriott Hotel.

- **The Final Pitch:** Those who pass the first round will have the opportunity to present their growth strategies, showcase their products or services, answer questions, and receive feedback from the esteemed judging panel. All participants must present in English only, which will lead to the judging process to select the winner.

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- **The Reveal & Awards Ceremony:** Once the judging panel has finalised their decisions, the official winners will be announced, along with the presentation of awards for each category.

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6. Project Timeline

- Application period: 9th of July – 22nd of October 2025 (3.5 months)
- Announcement of finalists: 10th of November 2025
- Final competition: 26th of November 2025

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7. Venue

Round 1: Online Submission

Round 2: Plaii Ballroom, Chiang Mai Marriott Hotel

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8. Evaluation Criteria

Evaluation Criteria Submissions for the Hylife Innovation Excellence Awards 2025 will be evaluated by a panel of expert judges using a comprehensive set of criteria designed to assess the overall value, feasibility, and impact potential of each innovation. Key evaluation criteria includes

Round 1: Evaluation based on the Pitch Deck and Video Pitch.

Total score: 100 points.

No.	Criteria	Details	Max Score
1	Business Concept & Problem Solving	The clarity of the identified problem to be solved and the suitability of the proposed solution.	20
2	Innovation & Differentiation	Novelty of concept, creativity, and distinct competitive advantages.	20
3	Prototype Concept & Feasibility	Explanation of the prototype concept, key functionalities, and technical feasibility or potential for further development.	20
4	Growth Plan & Scalability	Vision for future business expansion, potential for sustainable growth, and initial marketing plan.	15

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5	Financial Overview	Initial understanding of the Revenue Model, financial projections, and funding requirements.	15
6	Quality of Pitch Deck & Video Pitch	Data organisation, content clarity, attractiveness, and professionalism of the presentation in both the Pitch Deck and Video Pitch.	10
Total Score			100

Note: Businesses applying must have a working prototype or a product/service that is already live. Applicants must also attach a portfolio of the product or service with their application for consideration in the first round.

Round 2: The Final Competition (Live Pitch).

Total score: 100 points.

No.	Criteria	Details	Max Score
1	**Business & Financial Viability**		30
	1.1. Business Model	It's clear, generates sustainable income, and shows a path to profitability.	10
	1.2. Financial Projections & ROI	Reasonable and reliable estimates for revenue, expenses, profit, and ROI.	10
	1.3. Capital requirements and expenditures	Clarity in specifying the required investment amount, and a transparent and efficient expenditure plan.	10
2	**Innovation & Problem-Solving**		25
	2.1. Problem Understanding and Problem Scale	Identify clear and significant problems in the target market/industry.	8
	2.2. The innovativeness of the solution	Novelty, creativity, and genuine differentiation from competitors.	9

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	2.3. Solution efficiency	The ability of the prototype/service to effectively solve problems and create real value.	8
3	**Market Potential & Scalability**		20
	3.1. Market Size and Opportunity	The potential of a sufficiently large target market and future growth opportunities.	7
	3.2. Market access strategy	A clear and viable customer outreach plan and marketing strategy.	7
	3.3. Market scalability	The solution and business model can be easily and quickly scaled both domestically and internationally.	6
4	**Team & Execution Capability**		15
	4.1. Experience and Expertise of the Team.	The team members possess the necessary skills, experience, and knowledge to operate the business and develop solutions.	6
	4.2. Operational readiness	A clear and realistic operational plan, including human resources and technology management.	5
	4.3. Listening to feedback and vision.	The ability to listen and adapt to feedback, along with the vision and commitment to drive the business forward.	4
5	**Hylife Alignment & Positive Impact**		10
	5.1. Hylife Group Business Synergy (within related business units)	Opportunity and suitability for collaboration or partnership with Hylife Group's core businesses in real estate, manufacturing, or asset management.	5

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	5.2. Affects the quality of life in Chiang Mai.	Solutions that positively impact the elevation of quality of life and the economy in Chiang Mai	3
	5.3. ESG & Sustainability	The business's commitment to creating sustainable value, including positive environmental and social impacts (Environmental, Social, Governance).	2
Total Score			100

Note: The judging committee will consider, and score based on common core criteria, but will also take into account category-specific considerations to ensure the judging reflects the context and suitability of each innovation within its respective business group.

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9. Awards

Hylife Innovation Excellence Awards 2025 program has set a total of 9 award categories, which will be presented to winners and runners-up across 3 main business segments. This aims to cover and promote innovation excellence in various sectors. The awards will be divided into the main tracks as follows:

Track 1: Real Estate & PropTech

Track 2: Manufacturing & Innovation Technology

Track 3: Asset & Financial Management

9.1. Total prize money of 240,000 Baht, along with trophies, divided into 3 tracks according to business segments, as follows:

9.1.1. Real Estate & PropTech Track: 3 awards, consisting of:

9.1.1.1. Innovation Excellence Award (1^{st} Place) in the Real Estate & PropTech Track
Prize value: 50,000 Baht, 1 award.

9.1.1.2. Outstanding Innovation Award (2^{nd} Place) in Real Estate & PropTech Track
Prize value: 20,000 Baht, 1 award

9.1.1.3. Creative Innovation Award (3^{rd} Place) in Real Estate & PropTech Track
Prize value: 10,000 Baht, 1 award

9.1.2. Awards in the Manufacturing & Innovation Technology Track: 3 awards, consisting of:

9.1.2.1. Excellence in Innovation Award (1^{st} Place) in the Manufacturing & Innovation Technology Track
Prize value: 50,000 Baht. (1 award)

9.1.2.2. Outstanding Innovation Award (2^{nd} Place) in the Manufacturing & Innovation Technology Track
Prize value: 20,000 Baht. (1 award)

9.1.2.3. Creative Innovation Award (3^{rd} Place) in the Manufacturing & Innovation Technology Track
Prize value: 10,000 Baht. (1 award)

9.1.3. Awards in the Asset & Financial Management track: 3 awards, consisting of:

9.1.3.1. Excellence in Innovation Award (1st Place) in Asset & Financial Management Track
Prize value: 50,000 Baht, 1 award.

9.1.3.2. Outstanding Innovation Award (2nd Place) in Asset & Financial Management Track
Prize value: 20,000 Baht, 1 award.

9.1.3.3. Creative Innovation Award (3rd Place) in Asset & Financial Management Track
Prize value: 10,000 Baht, 1 award.

9.2. Investment Opportunity

Winning teams in each track of the business segments will receive the right to be considered for co-investment from Hylife Group, with a maximum value of 1,000,000 Baht per team.

The consideration for such co-investment will be at the company's discretion and subject to its conditions, including the concept's suitability, business feasibility, and potential for commercial scalability.

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10. Conclusion

The Hylife Innovation Excellence Awards 2025 project, initiated by Hylife Group, serves as a crucial platform designed to promote and support innovations with the primary goal of improving the quality of life for people in Chiang Mai. This competition marks its second consecutive year, building upon the evident success of the previous year.

We are committed to discovering and celebrating groundbreaking products and concepts that possess the potential to create change and innovate for society. The core of this award is to provide opportunities and support for these innovative businesses to scale and grow sustainably in the long term, acting as a link and opening channels for investors to participate in supporting high-potential businesses to move forward steadily.

Hylife Group is a diversified business group with core foundations and expertise encompassing real estate, manufacturing, and asset management. We are strongly committed to enhancing the quality of life through offering products and innovations across various sectors. By leveraging modern technology and concepts, we aim to create sustainable value for all stakeholders, including the communities of which we are a part.

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11. Contact Information

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