

August 15, 2018

Dear Dean of Faculty of Management Science, Kamphaengphet Rajabhat University.

Attached files: EO GSEA competition details, GSEA roadshow and competition schedule

My name is Phongsathon Chatanarat, GSEA Chair of EO Thailand. I work on a program called the Global Student Entrepreneur Awards (GSEA). GSEA is a competition designed to recognize and support undergraduate students that take on the challenge of furthering their education through study while also building their own business. The program provides the opportunity for these students to examine their business, present the business case, receive valuable feedback, learn from experienced entrepreneurs, and participate with students from around the world.

In case you are unfamiliar with GSEA, the program objective is to honor the world's top student entrepreneurs and to inspire other students to consider entrepreneurship. Last year, there were nearly 1,200 applications and the finalists had companies scaling in size to over \$2 million in annual revenue.

The reason I'm writing is because we'd love to see representation from, Kamphaengphet Rajabhat University at our local competition in North of Thailand in September. I think GSEA would be a great opportunity for student entrepreneurs at Kamphaengphet Rajabhat University, and I hope you'll consider informing them about this competition. Apart from that,

We would like to request you to promote the local competition on 16 September 2018 at Faculty of Business Administration, Chiang Mai University and persuade them to submit their applications before 2 September 2018. (at least 1 person /team from Kamphaengphet Rajabhat University)

The winner of this competition will go on to compete at our National round in October 2018. I've outlined the student benefits of GSEA eligibility requirements and local competition schedule below.

Thank you for taking time to read this letter. If you have any questions about the competition or GSEA in general, please do not hesitate to contact me.

Best Regards,



Phongsathon Chatanarat

GSEA Chair, EO Thailand

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Mr. Puwish Bowarnditkhunlanad : GSEA 2018 Project coordinator Mobile: 088-2516053

เรียน คณบดีคณะวิทยาการจัดการ

- เพื่อโปรดทราบ.....
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- เห็นควรมอบรองคณบดี.....
- เห็นควรมอบโปรแกรมวิชา.....
- ประชาสัมพันธ์..... *Web*
- อื่น ๆ.....

Mr

(รศ.ดร.ปจรรย์ ผลประเสริฐ)
คณบดีคณะวิทยาการจัดการ

2018/6/



What is GSEA?

The Global Student Entrepreneur Awards (GSEA) is the premier global competition for students who own and operate a business while attending college or university. Nominees compete against their peers from around the world in a series of local and/or national competitions in hopes to qualify for GSEA Finals. Founded in 1998 by Saint Louis University, GSEA is now an Entrepreneurs' Organization program. EO GSEA supports student entrepreneurs who require much needed mentorship, recognition and connections to take their businesses to the next level of success.



VISION: Empowering student entrepreneurs to become the world's most influential change makers.

MISSION: To give student entrepreneurs the opportunity to accelerate their success, challenge the status quo, connect to an instrumental peer group and make the greatest impact possible in their community.

Student Benefits

The GSEA is a truly international program, and benefits include:

- Participation – just being a part of this program is a fantastic opportunity for students to learn and meet fellow entrepreneurs
- Business contacts – students have the opportunity to meet the VIP judging panel, other students and representatives from industry leaders like the New York Stock Exchange and the Entrepreneurs' Organization.
- Learn from their peers – the students will learn from each other's experiences
- Prizes – students have the opportunity to win prizes, including cash, business services to assist their growth, and a trip to compete in the GSEA Finals.

Eligibility requirements

- An undergraduate student at a recognized University or College in the 2018 academic year;
- The student is the owner, founder or controlling shareholder of their company and principally responsible for its operation;
- The student's company has been operational for at least the last six consecutive months, and the business must be a for-profit business;
- The student's business must have generated US \$500 or received US \$1000 in investments at the time of application.



National round Prizes

1st place: **50,000 THB cash prize** with the flight ticket to Macau for the Global Round and the winner Trophy

2nd place: **15000 THB** cash prize with certificate

Global round Prizes



At the Global Finals, students compete for a prize package of **US\$20,000 in cash** and a total value of over \$40,000, which includes a travel/lodging expense paid trip to compete in GSEA Finals in Macau. Second place will receive US\$10,000 and third place will receive US\$5,000. Additional awards are given at the Global Finals for Social Impact, Innovation, and Lessons from the Edge.

How to Apply

Students need to fill in the application form via the following link (The form will be in English but they can answer in Thai if preferred)



<https://goo.gl/forms/Owu2Jgl9OGFBHk3E2>

Judging Criteria

Part 1 Evaluate the Entrepreneur

Does the student demonstrate the tenacious spirit needed to succeed as an entrepreneur? Has he/she encountered challenges, overcome them, and learned from mistakes?

Is the student effectively integrating the two roles of life – as a student AND a business owner?

EO Core Value #1 – Boldly Go – Is the student taking smart risks and evolving to meet changing circumstances?

EO Core Value #2 – Thirst for Learning – Is the student seeking out expert advice and wisdom, and proactively growing their own knowledge? Are they naturally curious?

EO Core Value #3 – Make a Mark – Is the student innovating, planning for the future and distinguishing him/herself from the field? Is he/she taking a long view rather than just quick wins?



EO Core Value #4 – Trust and Respect – Has the student demonstrated an appropriate degree of trust and respect in his/her interactions with the judges? Is he/she showing their true self, demonstrating vulnerability and openness? Would you find him/her trustworthy?

EO Core Value #5 – Cool – Does the student have a unique personal identity that he/she brings to the business? Is the business in alignment with his/her identity and values? Do they come across as confident and genuine?

Part 2: Evaluate the Business

Has the student demonstrated a knowledge of strong business fundamentals and shown that they are in practice in the business? Has he/she provided information relating to the growth, revenue and profit of the business?

Has the student effectively communicated the business and its vision? Does the business show strong potential for future growth?

GSEA 2018 Roadshow and Local competition schedule

Date 16th September 2018

Venue: Faculty of Business Administration, Chiang Mai University.

Time	Description	Person Responsible	Venue
10 .00 -10.15	Opening Ceremony	Dean of CMU Business school	
10.15 -10.45	Get to know more about EO and GSEA	K.Phongsathon C. (EO Thailand)	
10.45- 11.45	GSEA 2017 alumni Experience Sharing	K. Puwish B. (GSEA Alumni Thailand)	
11.45-12.00	Q&A session	K. Apiwat H. (EO Thailand)	
12.00-13.30	Friendship lunch and Judges brief *	Dean ,CMU Professors and EO members	
13.30 -16.00	Let the Competition Commence!	All judges	
16.00- 16.30	Results Announcement	MC and All judges	

Remark: * Friendship lunch for dean, professors and EO members will be paid by EO Thailand

** Lunch boxes will be only provided to GSEA local competitors by EO Thailand



Follow us on Social Media

Website: www.gsea.org

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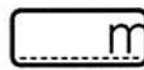
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GLOBAL STUDENT ENTREPRENEUR AWARDS

GLOBAL STUDENT ENTREPRENEUR AWARDS 2018

WIN!!

50,000 THB

with Flight Ticket to Macau

Local round

16 / 09 / 2018

CMU business school - Chiang Mai University

APPLY NOW!



National round

14 / 10 / 2018

EO Thailand

PATH TO GLOBAL FINALS



Step One

Must be an undergraduate or graduate* college/university student with a company operating for at least 6 months with at least \$500 in generated revenue.



Step Two

You apply and compete in a local competition.



Step Three

You win a national competition.



Step Four

You advance to the GSER Finals with 50 of the world's best student entrepreneurs.



Step Five

Win the award and become a rockstar business and more!



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Global Student Entrepreneur Awards - GSEA Thailand

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