

行政院國家科學委員會補助專題研究計畫成果報告(精簡報告)

## 第七屆 TIC100 創新事業競賽

研究類型：其他補助計畫

學門名稱：非研究計畫

計畫編號：NSC 94-2515-S-004-001

執行期間：94年8月1日至95年7月31日

計畫主持人：溫肇東教授

執行單位：國立政治大學科技管理研究所

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事實上，APEC TIC 100 Conference 中討論的四大區塊：「網路」、「教育」、「產品」及「競賽」，也都要以這樣的精神貫穿；我們希望發現這四大領域中整合的可能，在對話、分享與學習中，培養出擁有「無疆界胸襟」的下一代，能夠認知別人對自己的貢獻，並相信協同成長的「共生」能量。

舉例來說，在 APEC 中，如何讓網路平台可以標準化，讓資訊傳遞更流通；如何透過共同認證、共同行銷，整合全球市場，讓創意更容易成為商品；或是如何連結與整合 APEC 各地的設計與競賽，讓創意作品的能見度及應用性更高；或者是否可能共同成立研究中心，聚集教育資源，讓電子世代的新觀念更有效的傳播與被認可等等，都是這次會議期待達成的目標。

這對企業同樣重要。在全球化的競技場上，所有的企業都要重新思考提升自己的策略。他們將會發現，企業經營不再能只專注於自我成長，營利組織同樣需要貢獻、回饋，與上下游產業及跨區域經濟體連結，協同並進。

我們期待中華台北 TIC 100「無疆界分享」的價值以及過往的經驗能為社會共同接納與推廣，同時與 APEC 分享連結與協同成長。讓我們深度反省與檢驗，一同跳躍突破，一同邁向下一個世代。

(蘇治華，研華基金會執行長

研華科技董事

APEC- TIC 100 Conference Project Overseer)

## 跳躍的勇氣，無疆界的胸襟

每個人心房中都有一道隱形的牆  
遮風避雨，卻看不見世界的寬廣  
不妨用手指輕輕劃一個想像的心窗  
溫馨喜悅，原來已打開生命的陽光

大約十年前，一份「能為我們的孩子做點什麼？」的熱情與公益理念，讓我有機會創造並和一群老師與父母開始投入「多元活潑教學 ACT」的教學實驗計畫。這一波實驗計畫也是一個反省浪潮，重新思考過去靜態的教法與固定的教材，可以如何改變，以賦予兒童真正面對未來解決問題的能力。

我們發現，在新的學習方式與角度中，因為學生能打開心胸，勇敢面對改變的契機，他們因而得以繼續成長與蛻變。

能把心中的那道牆打破，就能邁向下一個階段的美好願景。

八年前我將帶著這份內心價值與研華公司期盼回饋社會的想法而創立研華文教基金會。我們堅信無私、奉獻及與社會共同成長的核心價值；我們知道，只要願意打開心胸交流，沒有不可能的事，everything could happen。

TIC 100 青年創新創業比賽就是在這樣的精神推動下產生。在學生十個月的比賽過程中，處處都可見無私分享、打破藩籬的合作：首先，參賽隊伍由各領域的學生組成，理工科的學生與商業企管的學生要學會放棄他們的專業術語，以開放的心胸接收不一樣的知識與建議；他們會發現，唯有如此，才能達成有效的溝通，真正邁向成功。

而每一位參與指導的業師，也都是因為感受與認同研華的核心價值，而願意不求回報的奉獻與分享。三百多位來自各領域的專家，願意在忙碌的行程表中，挪出時間，投入心思，只因為他們相信「分享」，而非「獨占」及「自我設限」，是個人和社會成長的動力。

七年來我們努力耕耘的價值，在今年被提升到國際的層次與規模。中華台北身為 APEC 的成員，我們希望這種「無疆界」的分享模式，能為世界每一個角落的人分享，藉由「協同並進」，創造下一個世代的世界變革。

不管是企業或個人，在這個世代中，都面對著世界的巨大斷層，其變動之快與變動之大，已經不容許我們慢慢的往前「走」，或是往前「跨」，我們需要大步的向前「跳」，這種「跳躍的勇氣」是一種積極的態度，我們期待能從像研華這樣的非營利組織開始，創造新的創新模式，領導前衛思考，引領變革。

這種「跳躍勇氣」的核心能量，就是「無疆界」的分享與胸襟，也正是研華向來秉持的核心價值。從今年 APEC-TIC 100 Conference 中的任何一個小細節，都可以感受到我們推廣這個價值的用心：包括公開的商品展示以及公開的決賽呈現，以及每一個人都能上網看學生做的線上廣告與商展等等。

其中「線上活動」是我們努力推動的一個區塊。因為我們相信，「網路」是一個載



具，必須以思考或觀念駕馭：它可以因為人為的設定與阻擋而變成溝通的高牆；也可以成為暢通無阻，快速傳播的利器。

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(蘇治華，研華基金會執行長

研華科技董事

APEC- TIC 100 Conference Project Overseer)



is why they are willing to sacrifice their time to contribute and share their effort and experiences. We see hundreds of professionals come from different disciplines giving up their weekends to “share” and not keeping it to themselves – this energy is what propels the growth of society and human.

After seven years of hard work, we are finally able to put TIC100 under the international spotlights.

As a member of APEC, we hope that this sharing model will prevail across borders too. If we could share with each other, we will be able to learn from each other and evolve to start a revolution in the pedantry.

It does not matter whether it is an organization or an individual; we are faced with changes that are taking place with an incredible speed. We can no longer just “walk” or “leap” forward, we must “jump” to catch up with the change. We hope the “courage to jump” that the Advantech Foundation believes in will become the basis for innovations – brings forth more cutting-edge ideas and starts a revolution.

The courage to jump forward is just the borderless sharing model we have been talking about. The Advantech Foundation is a true believer of this core value. In this year’s APEC-TIC100 Conference, we tried to implement this model in every stage of the conference. Starting from the trade exhibition that is opened to the general public, the final round of the showcase will also be open all the TIC100 participants.

The online trade exhibition is the focus of this year’s showcase. Because we believe that Internet is a medium that will add values to the community if only we could put more thoughts and ideas into utilizing this tool: no longer will people feel the physical distance that is separating them, information will also spread faster than ever.

The topics of this year’s APEC conference, Internet, Education, Product and Campaign, are all based on the same belief. We believe that the borderless sharing model can be achieved if only these four fields can integrate and work together as one. Through sharing and learning from each other, we can cultivate an open-minded next generation. They will recognize other people’s contributions and be able to live together as one.

For example, in the APEC, we want to focus on standardizing the Internet platform so that information can travel without obstacles; standardizing a certification process so that innovations will become commercial products sooner, integrating all APEC campaigns so that

**Jump Forward with Courage and a Borderless Mind**

**Open Your Life with TIC100**

There is an invisible wall inside each of us  
It shields against the storms  
It blocks the vast view of the world  
Why not try to create a window in your mind  
Let the sunlight brighten up your life  
Filling it with joy and warmth

Around 1994, based on my pure passion for the idea of philanthropy, I asked myself a question, "What can we do for our children?". Then a group of parents and teachers and I joined together and start an experimental education program called "Dynamic Teaching ACT". It was also about time for us to reflect upon ourselves; rethink the passive and outdated pedantic model: what can we change so that we can give our children a realistic view of the future, and the problem-solving skills they need.

We have learned that when students are placed in a new learning situation, those students who are willing to open up their minds and courageous enough to face the changes, will eventually

If we could break through the walls in our minds, I am sure we will find a more beautiful world at the other side of the wall.

Eight years ago, I brought my belief with me when I started the Advantech Foundation, believing in that we should give back to the society selflessly. I believe in the core value of selflessness and sacrifice and that society has to grow up with the people simultaneously. I know that if we could all open up our minds, nothing is impossible.

I made the TIC100 Showcase a reality based on this belief. I see students sharing with each others their experiences and knowledge during the ten months they work together. It is amazing to see how engineering students and business students stop using the jargons and share their knowledge and critics with each other open-mindedly. And only through sharing with each others can they achieve a communicative relationship and finally, the ultimate success.

Every mentor that has ever joined the TIC100 identifies with of TIC100's vision, and that



is why they are willing to sacrifice their time to contribute and share their effort and experiences. We see hundreds of professionals come from different disciplines giving up their weekends to “share” and not keeping it to themselves – this energy is what propels the growth of society and human.

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For example, in the APEC, we want to focus on standardizing the Internet platform so that information can travel without obstacles; standardizing a certification process so that innovations will become commercial products sooner, integrating all APEC campaigns so that



good product designs will be seen more often; and establishing research centers so that the e-generation can express themselves more effectively.

Organizations have to realize that they are facing the same challenges, and they must rethink their business models to give themselves more competitive advantages. One thing they have to realize is that they must not focus only on the operation of the company. All the organizations in the private sectors have to contribute back to the society and to different industries, so that further growth is possible.

We hope the experience we gained from TIC100's borderless sharing model will become the best promotion for the society to accept this model. We also hope that the APEC will evolve with TIC100 together in the future; breaking through and jumping forward to the next generation.

Johnny Su  
CEO, Advantech Foundation  
Member of Board, Advantech Corporation  
APEC- TIC 100 Conference Project Overseer

## 第七屆 TIC100 創新事業競賽—成果摘要

## 活動大事紀

## 2003/12/03 第七屆 TIC100 創新事業競賽開幕

- ◎ 競賽說明會：33 場
- ◎ 網站報名：1323 人
- ◎ 開幕聯誼：344 人
- ◎ 組織團隊：156 隊

## 2004/02/18~2004/02/20 第七屆 TIC100 創新事業競賽冬令營

- ◎ 冬令營參與人數：學生 610 人、業師 117 人、工作人員 67 人
- ◎ 參加團隊：87 個團隊
- ◎ 重要活動：6 場議題講座、6 場議題對話、5 場趨勢座談

## 2004/08/20~2004/08/21 第七屆 TIC100 創新事業競賽決賽、總決賽暨頒獎典禮

- ◎ 入圍決賽團隊與人數：24 團隊共 198 人
- ◎ 商展攤位：37 個（包含 5 個 APEC 海外觀摩團隊、8 個政府及企業公部門）
- ◎ 入圍總決賽團隊：5 隊
- ◎ 媒體報導次數：報紙 11 次、雜誌 4 次、網路電子報 14 次、電視新聞 3 次
- ◎ 參與人數：800 人
- ◎ 決賽暨總決賽評審：114 人

## 國際交流大事紀

2005/03/25 蘇治華執行長至韓國參與第 28 屆 ISTWG 會議 (Industry Science & Technology Working Group)，並取得『APEC-TIC100 Conference』在台舉辦權

2005/08/19~22 APEC-TIC100 Conference，有 13 個 APEC 會員體(Canada、People's Republic of China、Japan、Republic of Korea、Malaysia、Mexico、New Zealand、Republic of Philippines、Singapore、Chinese Taipei、Thailand、United States of America、Viet Nam)80 位代表在台參與會議，完成 Internet、Education、Campaign、Product 四大議題討論。

2005/10/03 經濟部技術處來函將 APEC-TIC100 Conference 納入 APEC 部長級年會 (Annual Ministerial Meeting) 聯合聲明 (Joint Statement)

2006~ 將於 29th ISTWG Meeting 提交『APEC-TIC100 Conference』Progress Report

2006~ 四大議題結論佈達將成為『2006 APEC-TIC100 Workshop』推動基礎

## 媒體報導大事紀