



International Business Plan Competition **2018**

October 21 - 27, 2018
Daejeon, South Korea



International Business Plan Competition 2018

Organized by

SolBridge International School of Business

Daejeon, South Korea

THEME

Asian company growth strategy in a globally competitive environment.

BACKGROUND

The SolBridge mission is educating the next generation of Asian Thought Leaders. The International Business Plan Competition (IBPC) is an annual event, organized by SolBridge, in which undergraduate students from leading universities around the world are invited to the heart of Silicon Valley of Korea, Daejeon city.

Students are given a real-world scenario of leading Korean multinational company and expected to develop in-depth analysis / recommendation for a specific product or service of the company under given circumstances.

OBJECTIVE

1. Enhance collaborations among international business schools
2. Create networking opportunities
3. Establish a platform to unleash creativity and innovative thinking

TIME AND VENUE

The program will be held during **October 21th - 27th 2018** at SolBridge International School of Business, located in Daejeon, South Korea.

PARTICIPANTS

The Organizing Committee (OC) expects 20 Teams (*4 participants per team*) from partner universities/ schools around the globe.

COST OF PROGRAM

- Organizing committee (OC) will provide participants with accommodation, meals, local transportation, company visits & cultural activities.
- Participants will themselves be responsible for their air ticket and bus ticket from Incheon International Airport – Daejeon – Incheon International Airport.

PROGRAM ACTIVITIES

The program of this event, as attached, includes:

- Schedule and Guideline
- Company Visit(s)
- Cultural Activities

REGISTRATION

All communication related to this event should be addressed to the following organizing committee:

- Mr. Rakesh Lazar rakesh.lazar@solbridge.ac.kr (*and*)
- Mr. Lam Le lamle@solbridge.ac.kr

Participants for the IBPC 2018 should send

- List of participants (*excel file attached*) to the above email by **July 31st, 2018**, including personal information of FOUR members.
- Team introduction video (60 to 90 seconds) should be sent by **September 24th, 2018**

AWARDS

The winners of this competition will receive a plaque of appreciation, gifts and SolBridge scholarship opportunities. All participants will receive certificates of participation.

There will be additional awards for the Winner of the most liked team video and Instagram campaign.

- The team videos will be posted on SolBridge Facebook page from October 15th to 20th, 2018.
 - Teams will be evaluated based on number of likes and shared
- Instagram Campaign will start from October 21st to October 24th
 - How it works: Teams post photos & videos on Instagram
 - Teams will be evaluated based on number of posts, number of likes and creativity
 - Detailed guideline will be given during orientation group meeting

Deadline of for team video and Instagram campaign is 6 PM, October 24th.

International Business Plan Competition (October 21 – 27, 2018)

Day 1, Sunday, October 21		Place	Meal
19:30: 20:30 Orientation Group Meeting (with casual Dinner)		Residence	1
Day 2, Monday, October 22		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leaving for SolBridge		
09:00 – 09:45	SolBridge building tour		
10:00 – 12:00	Opening Ceremony & Topic Release		
12:00 – 13:30	Lunch		
13:30 – 18:30	Team Study		
18:30 – 19:20	Dinner		
19:30 ~	Back to residence Team study		
Day 3, Tuesday, October 23		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leaving for SolBridge		
09:00 – 11:00	Lecture		
12:00 – 13:30	Lunch		
13:30 – 18:30	Team study		
18:30 – 19:20	Dinner		
19:30 ~	Back to residence Team study		
Day 4, Wednesday, October 24		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leaving for SolBridge		
09:30 – 11:30	Preliminary Rounds		
12:00 – 13:00	Lunch		
13:30 – 17:30	Company Visit		
18:00 – 18:30	Preliminary result announcement		
18:30 – 19:30	Dinner		
20:00 ~	Back to residence Team study		
Day 5, Thursday, October 25		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leave for SolBridge / West Campus		
09:00 – 12:00	Culinary workshop / Team study		
12:00 – 13:00	Lunch		
13:30 – 16:30	Final Round		
17:30 – 18:15	Closing Ceremony / Awarding Ceremony		
18:30 – 20:00	Dinner		
20:30 ~	Back to residence		
Day 6, Friday, October 26		Seoul	3
07:00 – 09:30	Departure from SolGeo (Breakfast on the Bus)		
10:00 – 12:00	Company Visit		
12:30 – 13:30	Lunch		
14:00 – 15:00	Insadong, Souvenir Street		
15:30 – 17:00	Gyeongbuk-gung (Royal Palace)		
17:30 – 19:20	Myeongdong shopping street		
19:30~	Dinner and leave for Daejeon		
Day 7, Saturday, October 27			1
07:00 – 08:15	Breakfast at SolGeo		
09:30~	Leaving from Daejeon		

Guidelines

REQUIRED FORMAT

1. Submission Format

For the preliminary rounds and final round, the team are required to send the following items with Title, Team #

- An offline presentation Windows system-compatible file, such as PowerPoint, PDF and Prezi.
- One A4-page summary

2. Appropriate Attire

All teams are expected to dress appropriately for the preliminary rounds and final round presentations

GENERAL GUIDELINE

1. Title Page

- Title, Team #, and Names.

2. List of Contents

- List each major section
- e.g.: Introduction, background, problem statement, alternative evaluation, solution, implementation, conclusion.

3. Introduction

- Introduction of team members, rapport building and a general statement about the topic

4. Situation Analysis

- Basic description of the company's situation.
- SWOT analysis (or other appropriate analysis model / framework) and overall summary.

5. Problem Statement

- Short and specific.
- Issues that needs to be addressed.

6. Alternative Evaluation

How can the company solve that problem or take advantage of that opportunity? What are the best 3-5 options available to the company?

- What pros and cons exist for each option or alternative?
- What actions might provide viable solutions to the problem or decision?

7. Solution

Use the evaluation of alternatives as your basis for deciding on a solution to the problem. You could create a grid comparing the 3-5 best alternatives.

You should be able to support or defend your choice of a solution based on facts, i.e., criteria for evaluating the alternatives. Be able to support your position and your thinking process in choosing a solution.

- Describe the solution and your ideas in detail.
- This section should receive much attention and creativity in your presentation.
- What criteria should be used to evaluate the strategic options? Each of the items listed in the evaluation may be relevant in analyzing the alternatives.
- Analyze how you arrived at your solution.
- Examine each solution for the issues.

8. Implementation

- To implement the chosen solution, list the sequence of actions.
- What priorities and contingency plans are necessary?
- What specific actions should be taken and why?
- What are the expected costs and returns associated with your solution?

9. Conclusion / Summary

Competition Format

❖ Preliminary round	❖ Final round
20 Teams (<i>expected</i>)	Teams: 8 (<i>2 from each group</i>)
Divided by 5 Teams x 4 <u>Groups</u> (A B C D)	<u>Judges</u> : 3
<u>Judges</u> : 2 per Group	<u>Time limit</u> : 15 + 5 mins (Q&A) per Team
<u>Time limit</u> : 15 + 5 mins (Q&A) per Team	<u>Case</u> : work on a different set of deliverables for the same case.
<u>Case</u> : work on a specific set of deliverables.	< 3 Winners >
<2 teams from each group advance to Finals>	
<i>*Case: 1 case with 2 deliverables (Preliminary & Finals)</i>	

- Every group will receive a Feedback for their presentations
- During the preliminary rounds the teams may take initiative to capture pictures or videos.
- All the finalist teams will have their presentations recorded

Evaluation Form

TEAM: _____

JUDGE: _____

Component	Possible Points	Points Earned
Demonstrates strong understandings of business concepts, principles, and theories	30	
Properly analyzed the problem	10	
Articulated a well-developed strategy and tactics, clearly linked the problem analysis, strategy and tactics	30	
Presentation is concise, intelligible, relevant, and non-repetitious	10	
The presentation was well adapted to the audience, interesting and creative	10	
Presentation completed within time limit*	10	
Total	100	

***Time limit**

- 1st bell (single ring): at minute 10
- 2nd bell (double ring): at minute 13

Time of presentation	Points
Up to 15 minutes:	10 points
15 to 17 minutes:	5 points
More than 17 minutes:	0 points

Arrival Guide

Arrival Date	
<p>The competition will take place from October 21 to October 27. We allow our participating teams traveling from overseas to arrive at the SolGeo Dormitory from Friday, October 19 and stay until Sunday, October 28.</p>	
How to get from Incheon International Airport to SolGeo Dormitory	
<p>The detailed arrival guide can be found at www.solbridge.ac.kr > SolBridge > Location > Getting to Daejeon</p>	
Address in English	Address in Korean
<p>SolGeo Dormitory East Campus, Woosong University, Jayang-dong, Dong-gu, Daejeon</p>	<p>솔지오 국제기숙사 대전광역시 동구 자양동 우송대학교 동캠퍼스 솔지오 국제기숙사</p>
<p>SolBridge International School of Business Uam-ro 128, Dong-gu, Daejeon</p>	<p>솔브릿지 국제경영대학 대전광역시 동구 우암로 128</p>
Emergency Contact	Phone
<p>Mr. Rakesh Lazar</p>	<p>+82 10-6361-9127</p>
<p>Mr. Lam Le</p>	<p>+82 10-6600-1503</p>
<p>Mr. Kelvin Ekpeghere</p>	<p>+82-10-7573-5848</p>

SolGeo Dormitory complex is located on the beautiful hill top, east of Woosong University. It equips with doubled rooms with an attached bathroom. The common area includes a kitchen, a dance studio, a group study room, a library, a gym. Laundry room and water dispenser are in each floor of the buildings.



Important Notes

3.1. Accommodation

All participants will stay at SolGeo International Residence.

Facilities in the dormitory: Wi-fi, study hall, coin laundry, kitchen, dance room.

All students need to pay deposit **KRW 20,000** when you check in to get the room card. The amount will be refunded when you check out.

SolGeo will provide beddings.

3.2. Towel and toiletries

Please bring your own towel and toiletries.

3.3. Clothing

Please bring comfortable clothes: jacket, hat, and shoes. Please also bring one formal suit for the opening, final presentation, and closing ceremony. It will be chilly at the end of October; warm clothing is recommended.

3.4. Temperature

About 10 to 22 Celsius degrees.

3.5. Laptop

A personal laptop for each participant would be efficient.

3.6. Phone

Smart phones can be used in Korea as long as they have 3G facilities. SIM cards or Wi-Fi egg router can be bought at the airport.

3.7. Money

You could change your money to **Korean Won** at Incheon International Airport. You can also use international credit/debit card (VISA, Master).

3.8. Power Adapter

The standard voltage in Korea is 220 volts. The outlet has two round holes. You should prepare a multi-voltage travel adapter.

