



International Business Plan Competition 2019

Orientation Handbook

27 October - 02 November 2019
Daejeon, South Korea

SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS





International Business Plan Competition 2019

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 a leading Korean multinational company and expected to develop in-depth analysis / recommendation for a specific product or service of the company under given circumstances. The case for IBPC 2018 was to “*Develop Big Data and AI Strategy and identify new business opportunities for LG Electronics* (presented by Mr. Jun Hyun Bae – Senior Manager, LG Electronics, Strategy Team). Here is an [article](#) about it for your reference.

OBJECTIVE

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

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.

- **Instagram Campaign** will start from October 27th to 31st
Instagram: @SolBridge.official

How It Works:

- Post on Instagram using #solbridgeIBPC19 and #Team X (x = your Country)
 - o Team X (i.e. TeamVietnam or TeamSolBridgeAlpha)
- Tag SolBridge Instagram (@solbridge.official) in your posts
- Teams will be evaluated based on the No. of posts, No of likes and creativity
- Post until Noon Thursday, October 31st, 2019
- **The team videos** to be posted on SolBridge Facebook page from October 22nd to 26th, 2019.
Teams will be evaluated based on number of likes and shares.

International Business Plan Competition (Oct 27 – Nov 02, 2019)

Day 1, Sunday, October 27		Place	Meal
19:30 – 20:30 Orientation Group Meeting (with casual Dinner)		SolGeo 3F	1
Day 2, Monday, October 28		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leaving for SolBridge		
09:00 – 09:45	SolBridge campus tour		
10:00 – 12:00	Opening Ceremony & Topic Release (SolBridge 4 Floor)		
12:00 – 13:30	Lunch (SolBridge 1 Floor)		
13:30 – 18:30	Team Study (Location/s TBD)		
18:30 – 19:20	Dinner (SolBridge 1 Floor)		
19:30 ~	Back to residence Team study		
Day 3, Tuesday, October 29		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leaving for SolBridge		
09:00 – 11:00	Lecture (4 Floor)		
12:00 – 13:00	Lunch (SolBridge 1 Floor)		
13:30 – 17:00	Team study (Solgeo Study Hall)		
17:30 – 19:00	Back to Solgeo & Dinner (Solgeo Cafeteria 1 Floor)		
19:30 ~	Team study (file submission by 6 AM, October 30)		
Day 4, Wednesday, October 30		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leaving for SolBridge		
09:30 – 11:30	Preliminary Rounds (Location/s TBD)		
12:00 – 13:00	Lunch (SolBridge 1 Floor)		
13:30 – 17:30	Company Visit (TBD)		
18:00 – 18:30	Preliminary result announcement (4 Floor)		
18:30 – 19:30	Dinner (Outside)		
20:00 ~	Back to residence Team study		
Day 5, Thursday, October 31		SolBridge	3
07:00 – 08:15	Breakfast at SolGeo		
08:30 – 08:45	Leave for SolBridge / Cultural Experience/activity (TBD)		
09:00 – 12:00	Team study (Location/s TBD) (file submission by 12 PM, October 31) / Cultural Experience/activity (TBD)		
12:00 – 13:00	Lunch (SolBridge 1 Floor)		
13:30 – 16:30	Final Round (SolBridge 4 Floor)		
17:30 – 18:15	Closing Ceremony / Awarding Ceremony (4 Floor)		
18:30 – 20:00	Dinner (Outside)		
20:30 ~	Back to residence		
Day 6, Friday, November 01		Seoul	3
07:00 – 09:30	Departure from SolGeo (Breakfast on the Bus)		
10:00 – 12:00	Gyeongbok-gung (Royal Palace)		
12:30 – 13:30	Lunch (Outside)		
14:00 – 15:00	Insadong, Souvenir Street		
15:30 – 17:00	Company Visit (TBD)		
17:30 – 19:20	Myeongdong shopping street		
19:30~	Dinner on bus and leave for Daejeon		
Day 7, Saturday, November 02			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 # to [Mr. Rakesh Lazar rakesh.lazar@solbridge.ac.kr](mailto:rakesh.lazar@solbridge.ac.kr) and [Ms. Ksenia Kolopenko ksenia.kolopenko@solbridge.ac.kr](mailto:ksenia.kolopenko@solbridge.ac.kr)

- An offline presentation Windows 10 system-compatible file, such as PowerPoint, PDF and Prezi (**wide screen 16:9 format**).
- One A4-page summary.

2. File submission deadline

- Preliminary round: 6 AM, October 30, 2019
- Final round: 12 PM, October 31, 2019

3. 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
<u>Teams:</u> 20 - 24 Teams (<i>estimate</i>)	<u>Teams:</u> 8 (<i>2 from each group</i>)
<u>Grouping:</u> Divided by 5/6 Teams x 4 <u>Groups</u>	<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> Different set of deliverables same case.
<u>Case:</u> 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

Group Fixture

Objective: For Preliminary round, group the teams accordingly to prevent countries from the similar geographies competing against each other.

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