



A CLASS ABOVE

5 February 2024

Principal
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cc. (Head of Commerce)

Tel : 06-9522632

Dear Principal,

Sunway Business Innovation Challenge (SBIC) Competition 2024

Greetings from Sunway University!

We are pleased to announce that the **Sunway Business Innovation Challenge 2024** is back. The SBIC is created to ignite the entrepreneurial spirit among students and is designed to test students on their intellectual, logical and problem-solving skills. The SBIC will also assess students on how they incorporate elements of sustainability into their business ideas.

This is a tremendous opportunity for students to design business ideas, to explore their potential and to hone their presentation skills. The SBIC serves as an excellent platform for students to gain valuable exposure to the business community and to build their entrepreneurial portfolio.

Prior to the competition, we welcome all participants to join an interactive learning workshop. Below are the details of the workshop:

Topic: AI and Entrepreneurship for Sustainable Development

Date: 6 April 2024 (Saturday)

Time: 9.00am – 2.30pm

Venue: Sunway University Campus

Student: SM2 or SM3

This competition and workshop is limited to **twenty-four (24) participants**. Each team should consist of **four (4)** students only. Each school can send a maximum of six **(6)** teams only. For schools sending 4 teams or more, one (1) bus will be sponsored. Accommodation to be arranged by school and borne by the school.

We have attached an overview of the SBIC with the rules and regulations, the workshop learning outcome, itinerary and the prizes & awards for your reference.

To confirm your students' attendance, kindly fill in the RSVP here (<https://bit.ly/SunwayBusinessInnovationChallenge2024>) no later than **29th March 2024 (Friday)** and email it to eileenk@sunway.edu.my. A confirmation letter will be emailed to the teacher-in-charge by **1st April 2024 (Monday)**.

We greatly appreciate your prompt response which will assist in our planning of this competition. If you have any queries, please do not hesitate to contact me at 019-2651394 or email eileenk@sunway.edu.my.
We look forward to your participation in making this event a success.

Thank you.

Yours sincerely,

Eileen Kor

Eileen Kor

Senior Manager – Events & Outreach Programmes

Encl: 1. *SBIC Overview & Workshop learning outcome*
 2. *Prizes & Awards*

SUNWAY BUSINESS INNOVATION CHALLENGE 2024

Welcome to the SUNWAY BUSINESS INNOVATION CHALLENGE (SBIC) 2024, the annual business innovation challenge by Sunway University.

This year's theme, "AI and Entrepreneurship for Sustainable Development," highlights artificial intelligence's transformative potential in crafting entrepreneurial ventures that prosper economically and contribute positively to society and the environment. Through our workshops, you will engage in an immersive experience, gaining insights into the critical role of AI and entrepreneurship in shaping a sustainable future.

The key dates for SBIC 2024 are

- 6th April 2024 (Saturday) – Pre-Challenge Preparatory Workshop @ Sunway University Campus
- 10th May 2024 (Friday) – Innovative Business Idea Submission – Preliminary Round
- 20th May 2024 (Monday) – Announcement of Top Ten Finalists
- 10th June 2024 (Monday) – Finalists Masterclass – Exclusive Workshop and Coaching for Top Ten Finalists @ZOOM
- 29th June 2024 (Saturday) – Finale: Final Pitching @ Sunway University Campus

The structure of the Challenge is explained in the following sections.

PRE-CHALLENGE PREPARATORY WORKSHOP

6th April 2024 | Saturday | 9.00 am – 2.45 pm

This half-day session is a comprehensive preparatory workshop designed to set the stage for the SBIC 2024. It is crafted to equip you with the knowledge, skills, and insights needed to excel in the challenge. From mastering the intricacies of AI and sustainable development to refining business models and perfecting video pitch presentations, each session is tailored to ignite creativity, foster collaboration, and fine-tune your innovative ideas

The Programme for the Pre-Challenge Preparatory Workshop:

Time	Activity	Venue
9:00 am – 9.30 am	Registration	JC1, Level 1 Sunway University
9.30 am – 10:15 am	Workshop 1: "AI and Entrepreneurship for Sustainable Development"	
10.15 am – 10.45 am	SBIC 2024 Rules and Regulation Briefing	
10.45 am – 11:45 am	Workshop 2: "Idea in Motion: Video Making Simplified"	Fresco
11:45am – 12:30am	Break	
12:30 am – 1:45 pm	*Skillset Workshops: 1) Innovating for Sustainable Impact 2) AI-Driven Solutions for Sustainable Impact 3) Accounting for Business Decision Making 4) Crafting the Right Marketing Strategy	JC1, Level 1 Sunway University

	<i>*Each team member must attend one of the workshops above that is different from other team members. All workshops are of equal relevance and importance.</i>	
2:00 pm – 2:30 pm	Session Wrap-Up & Competition Q&A	JC1, Level 1 Sunway University
2:30 pm	Farewell	JC1, Level 1 Sunway University

Workshop Descriptions:

Workshop 1: “AI and Entrepreneurship for Sustainable Development”

Time: 9:30 am – 10:15 am

Gain insights into how AI's cutting-edge capabilities, fused with entrepreneurial vision, can address complex societal challenges and forge a path toward a sustainable future. Through interactive sessions and collaborative learning, this workshop aims to equip you with the knowledge and tools needed to turn your innovative ideas into transformative solutions. Be prepared to embark on a journey of discovery, creativity, and creating impactful societal changes.

Benefits of the Workshop

In this 45-minute workshop, get a foretaste of the transformative role of AI in driving sustainable development and learn to cultivate the entrepreneurial skills necessary to launch and lead businesses that address environmental and societal challenges, thereby contributing to the achievement of the United Nations Sustainable Development Goals (UN-SDGs). Through this workshop, you will be exposed to

- 1. the Role of AI in Sustainable Development**

Learn how AI technologies can be leveraged to address critical environmental and societal issues. You will learn about real-world applications of AI in various sectors, such as energy, agriculture, and healthcare, and how these innovations contribute to achieving the United Nations Sustainable Development Goals.

- 2. Entrepreneurship for Sustainable Development**

This workshop introduces innovative business models, strategies, and practices that drive economic success and contribute positively to society and the environment. By blending entrepreneurial zeal with a commitment to sustainability, this workshop aims to cultivate a new generation of business leaders ready to face the challenges of the 21st century and turn them into opportunities for impactful growth

Workshop 2: “Idea in Motion: Video Making Simplified”

Time: 10:45 am – 11:45 am

This 1-hour workshop equips you with the skills to transform innovative concepts into compelling video pitches. This workshop aims to simplify the video creation process, guiding you through the art of effective storytelling and the practicalities of video production using accessible tools like Canva, ensuring your ideas are not just heard but felt and remembered.

Benefits of the Workshop

By the end of this 1-hour workshop, you will be exposed to

1. Mastering the Art of Storytelling

Learn the fundamentals of crafting a persuasive narrative, structuring your message, engaging your audiences emotionally, and clearly articulating the unique value of your ideas. This part of the workshop will enhance your ability to plan and script a video that effectively communicates the essence and impact of your innovative ideas.

2. Technical Proficiency in Video Production

This hands-on experience session with Canva guides you through utilising this user-friendly tool to create visually appealing and impactful videos. You will gain practical skills in video production, such as choosing the right templates, working with images and typography, and incorporating audio and video editing, enabling you to produce professional-quality video pitches easily.

Concurrent Skillset Workshops

Time: 12:30 pm – 1:45 pm

1. Innovating for Sustainable Impact

Dive into the creative process of ideating an innovative solution for sustainable development. This workshop guides you through techniques to generate innovative ideas and solve complex problems. Learn how to craft the unique value proposition of your innovative solution!

2. AI-Driven Solutions for Sustainable Development

This workshop is designed to guide you through the intricate landscape of AI, enabling you to harness its power to devise solutions that are as intelligent as they are impactful. Whether you aim to revolutionize an industry, optimize operational efficiency, or pioneer sustainable practices, this workshop will provide the skills and insights you need to turn your visionary ideas into smart, AI-enabled solutions.

3. Profit with a Purpose: Revenue Modelling

This workshop focuses on building sustainable and profitable business models. Learn to identify and tap into revenue streams that align with sustainable development goals. Explore monetization strategies, pricing models, and financial forecasting to ensure the ideas are economically viable and socially responsible.

4. Path to Market: Crafting the Right Marketing Strategy

Discover the basics of introducing your idea to the market, focusing on understanding your audience, crafting your initial messaging, and choosing the right channels for communication. Learn how to create a foundational marketing strategy that resonates with potential buyers and lays the groundwork for future growth.

INNOVATIVE BUSINESS IDEA SUBMISSION – PRELIMINARY ROUND

10th May 2024 | Friday

To be eligible for the entry to SBIC 2024 Innovation Business Idea Submission – Preliminary Round, you are expected to submit to us

1. A Business Idea Pitch Deck (of not more than 12 slides)
2. A Video Pitch (of not less than 2 minutes and not more than 3 minutes)

The subsections below explain the two items in detail.

Business Idea Pitch Deck

A business idea pitch deck (a presentation slide) should explain the key elements of your innovative business idea. Your pitch deck **should not exceed 12 slides**, and you must indicate the information below in your first slides

1. The name of all members
2. The name of your school
3. The name of your group
4. The name of your teacher adviser
5. The name of your innovative business idea (if any)

As the theme for SBIC 2024 is “AI and Entrepreneurship for Sustainable Development”, the pitch deck's required contents are below.

1. Problem-Solution Fit and the Unique Value Proposition for your creative solution.

a. The problem

- Your pitch deck should thoroughly explain the problem you intend to solve.
- The discussion of your problem could begin with the phrase “How Might We.”
- The discussion of your problem must be supported with evidence.
- Use tables/graphs to present the facts and figures of the problem clearly.

b. The creative solution

- The creative solution that would address the problem you discussed.
- Frame your solution in one sentence (The Value Proposition) that showcases the unique selling points of your solution.
- Your solution must contribute to the United Nation’s Sustainable Development Goals (UN-SDGs)
- You are also expected to present a visual image (a sketch) of the solution that you are proposing.
- Validate your proposed solutions by speaking to and presenting the feedback from the potential customers.
- **Note:** *It is not compulsory to submit a solution with AI incorporated. However, you may earn additional points (up to 5 points) if your proposed solution incorporates AI.*

Tips: Concurrent Workshop (1) and (2) will equip you with the skills to fulfil the requirements above.

2. The Marketing Plan

a. The market segments and the channels to reach them

- You must explain your creative solution's targeted market segments (customers).
 - Explain the attractiveness of the targeted market segments and how you would position your creative solution to the targeted market segments. Always support your argument with facts and figures.
 - Explain the promotional strategies and the channels you chose to reach the targeted market segments.
 - Use tables/graphs to present the targeted markets' size clearly.
- b. Competitor analysis*
- Identify the key competitors (direct and indirect) to your solution
 - Analyse the threats from potential competitors in the market

Tips: Concurrent Workshop (4) will equip you with the skills to fulfil these requirements.

3. The Revenue Model and Cost Structure

- a. The monetization strategies, revenue streams, pricing model, and Financial forecasting*
- Discuss the monetization strategies, sources of income, and pricing model for your innovative business idea.
 - Shows the expenses/costs involved in developing the innovative business idea.
 - Explain the forecasted breakeven point for your solution

Tips: Concurrent Workshop (4) will equip you with the skills to fulfil these requirements.

A Video Pitch of Your Business Idea

In not less than 2 minutes and not more than 3 minutes, you must pitch your business idea to us in the most creative and compelling way possible. Focus your pitch on

1. the discussion of the problem (with facts and evidence)
2. the explanation of your proposed solution (includes the visual presentation of your proposed solution)

Some information on the preparation of the video is presented below.

- Send the videos via WeTransfer (<https://wetransfer.com/>) to eileenk@sunway.edu.my.
- Each commercial must: - Be a wholly original audio-visual video created by the team based on their own product/service submitted for the Challenge.
- Must be intended for family audience viewing and contain only content that, at the sole discretion of the Organiser, is suitable for all persons over 12.
- Must not, at the sole discretion of the Organiser, contain or involve any of the following: (i) obscenity, (ii) crude or offensive pictures, images, shots, language and/or symbols, (iii) derogatory characterisations of any ethnic, racial, sexual or religious groups, (iv) illegal (e.g., discriminatory, harassing) or inappropriate activity, behavior or conduct.
- Must not contain copyrighted works for which the necessary rights have not been obtained. All voice-over narration and on-screen text must be in English. Submitted videos that do not meet all the above entry requirements will be disqualified.

All Video Pitch submissions are eligible to enter the “Best Video Award”

- Only one video pitch submission is allowed for each team.
- The winner of the award will be announced during the “Finale: Final Pitching” on 29th June 2024.
- The winner of the award will be selected based on these two criteria
 1. The creativity of your Video Pitch (TIPS: be as professional as you can)
 2. The contents of your Business Pitch

Note: The Top Ten Finalists who emerged from the preliminary round will be announced on 20th May 2024 (Monday) via email.

FINALISTS MASTERCLASS – EXCLUSIVE WORKSHOP AND COACHING FOR TOP TEN FINALISTS

10th June 2024 | Monday | ZOOM

The “Finalists Masterclass” is an exclusive coaching session crafted for **THE TOP TEN FINALISTS** of the competition, offering a unique opportunity to refine the finalists’ skills and strategies before the grand finale. This masterclass combines expertise, guidance, personalised coaching, and mentorship to elevate the finalists’ final pitch to its fullest potential.

In this masterclass, the finalists will:

1. Learn to Pitch for the Finale:

Be invited to a workshop focusing on the art and science of persuasive pitching. Master storytelling techniques, refine your presentation skills, and learn how to connect with your audience effectively, ensuring your final pitch is impactful, memorable, and compelling.

2. Receive 1-1 Coaching and Mentoring from the Workshop Experts:

Benefit from personalized, one-on-one coaching sessions with industry/workshop experts and seasoned mentors. Receive tailored feedback on your proposed solution, business model, strategy, and pitch, along with insights into improving your project’s market viability and sustainability.

The “Finalists Masterclass” is not just a coaching session; it’s a transformative experience designed to prepare you for success in the finale and beyond. This is your chance to harness the collective wisdom of seasoned professionals, refine your approach, and ensure your venture stands out. Embrace this opportunity to turn your vision into a winning reality at the competition’s climax.

FINALE: FINAL PITCHING

29th June 2024 | Saturday | 9:00 am – 2:00 pm | Sunway University Campus

At the finale of the SBIC 2024, the top ten finalists take the stage to present your innovative solution. In this pitching session, you will explain your problem, showcase the innovative solution, articulate your business strategies, and demonstrate the potential contribution of your projects to UN-SDGs in front of a panel of esteemed judges and a live audience. Each presentation is a pitch and a narrative of passion, perseverance, and the drive to make a difference through sustainable and technologically advanced entrepreneurship.

The format of the pitch is as follows:

1. Each team is given **6 minutes of presentation time, followed by a 7-minute Q&A session** by the judges. The presentation will be judged based upon
 - a. The contents of your business pitch
 - b. Your pitching skills
 - c. your team's ability to **answer the Questions given by the panel of judges.**

2. Prepare a **PowerPoint presentation of not more than 15 slides.** Pick the best presenter(s) to represent the team in the Final Pitching!

3. **During the Finale: Final Pitching,** you will present content similar to what you submitted for the preliminary round. You may refer to the earlier subsection for the description of the expected contents for the "Business Idea Pitch Deck"
 - o You are, however, expected to pitch an improvised version of the innovative solution you presented during the preliminary round.
 - o You are highly encouraged to
 - i. Conduct market validation and showcase the positive feedback you received on your innovative business idea from your potential customers.
 - ii. showcase a prototype/user interface design/sketch of your innovative solution.

All Top-Ten Finalists who pitched during the "Finale: Final Pitching" are eligible to enter the "Best Pitching Award - Team"

- o The winner of the award will be announced on the same day.
- o The winner of the award will be selected based on these two criteria
 1. Your overall pitching skill
 2. Your team's ability to answer the questions by the judges

SUNWAY BUSINESS INNOVATION CHALLENGE 2024

Prizes & Awards

Champion

- Four (4) Sunway University Undergraduate & Victoria University Programme: Bursaries **worth RM45,000 each**
- Individual Trophies
- Certificates of Commendation
- Total Cash Prize RM800
- Challenge Trophy for school

1st Runner-up

- Four (4) Sunway University Undergraduate & Victoria University Programme: Bursaries **worth RM30,000 each**
- Individual Trophies
- Certificates of Commendation
- Total Cash Prize RM600

2nd Runner-up

- Four (4) Sunway University Undergraduate & Victoria University Programme: Bursaries **worth RM24,000 each**
- Individual Trophies
- Certificates of Commendation
- Total Cash Prize RM400

Consolation (x7)

- Four (4) Sunway University Undergraduate & Victoria University Programme: Bursaries **worth RM5,000 each**
- Individual Trophies
- Certificates of Commendation
- Total Cash Prize RM200

Group (x1)

- **Group Category: 'Best Creative Video Award'**
- Individual Trophies
- Certificates of Commendation

Group (x1)

- **Group Category: 'Best Pitching Award'**
- Individual Trophies
- Certificates of Commendation

***Bursary will be deducted from the tuition fee. Terms and conditions apply*