



15 February 2023

Principal
CHUNG HWA HIGH SCH.
14, Jalan Junid
84000 Muar
Johor
cc. (Head of Commerce)

Tel : 06-9522632

Dear Principal,

Sunway Business Innovation Challenge (SBIC) Competition 2023

Greetings from Sunway University!

We are pleased to announce that the **Sunway Business Innovation Challenge 2023** is back to physical. 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: Big Data Entrepreneur
Date: 8 April 2023 (Saturday)
Time: 9.00am – 2.00pm
Venue: Sunway University
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.

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/SunwayBusinessInnovationChallenge2023>) no later than **31st March 2023 (Friday)** and email it to eileenk@sunway.edu.my. A confirmation letter will be emailed to the teacher-in-charge by **3rd April 2023 (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

Manager – Events & Outreach Programmes

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

SUNWAY BUSINESS INNOVATION CHALLENGE 2023

8th April 2023 | Saturday | 9.00am – 2.00pm

BIG DATA ENTREPRENEUR

Entrepreneurs do not follow a career path; they make their own. They **see opportunities** from all aspects, **innovate**, and **organise sustainable business ventures** that bring benefit to the economy, environment, and humankind.

Benefits of the Workshop

In this 50-minute workshop, you will get a foretaste of what it takes to become a world class entrepreneur, and how you can embark on the journey to becoming a world-class entrepreneur. The topics that will be discussed during the 50-minute workshop include:

1. Who is an entrepreneur?

- The workshop begins with understanding the meaning of entrepreneurship, the entrepreneurial mindset and the challenges of becoming an entrepreneur.
- Real life examples will be used to illustrate what it takes to become an entrepreneur.

2. How can you embark on the entrepreneurial journey in the age of Big Data?

- The workshop then follows by explaining how a person can embark on the ever-exciting entrepreneurial journey leveraging on Big Data.
- The topics to be discussed include identifying the problems and the opportunities it presents, designing innovative solutions to the problems, developing a feasible and sustainable business plan and eventually pitching the business to the relevant people.

3. Business Model Canvas is a strategic tool for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. The key elements of a Business Model Canvas that will be discussed during the workshop include

- i) The problem-solution fit and the unique value proposition of our business/product.
- ii) key customers/markets and potential competitors of our business/product.
- iii) the sources of income & revenue for our business/product.

Presentation & Pitching

During this practical presentation and pitching workshop session, you will learn how to develop a better presentation skill-set, focusing on body language, delivery, confidence and communication skills. This session aims to improve your public speaking and pitching skills. In this workshop session, you will also be given the opportunity to practice presentation and pitching with confidence using effective techniques.

Highlights on Workshop:

Duration: 1 hour 25 minutes

1.) Design Thinking: The First Step in Building Your Innovative Solution

Design Thinking is a systematic approach to build the creative solution for a problem. The approach encourages human-centered thinking and focuses on designing product/business for the group of people identified. In this 1-hour practical workshop, students will be able to experience the first few stages of design thinking (problem identification and ideation). Design thinking workshop session serves the purpose of identifying the unique value proposition of the product/business to be developed.

2.) Data Analytics

Data Analytics is all about revealing and solidifying insights using technical principles, harvest and analyze massive data. It also involves building, deploying, and supporting the infrastructure to enable data access,

collection, and utilization. Data analytics enable you to perform much problem-solving and decision-making to the right people at the right time and serve as a bridge between the data and business communities.

3.) Accounting for Business Decision Making

You will learn accounting information essential for decision making in any business venture. Be equipped with the proper skills to present the financial health of your business idea through various financial statements including break-even point, income statement, cash flow statement and balance sheet.

4.) Crafting the Right Marketing Strategy

Who are your customers? How much do you know about your customers? Learn how to identify the proper group of customers for your business idea and be equipped with the marketing skills to deliver the unique value proposition of your product/business to your customers.

PROGRAMME OF THE DAY:

Time	Activity	Venue
9:00am – 9.30am	Registration	JC1, Level 1 Sunway University
9.30am – 10:20am	BIG DATA ENTREPRENEUR	
10.20am – 11:00am	Presentation Vs Pitching	
11:00am – 11:40am	Break	Fresco
11:40am – 12:10pm	Business Model (SDG)	JC1, Level 1 Sunway University
12:20pm – 1:40pm	*Workshops: 1) Design Thinking: The First Step in Building Your Innovative Solution 2) Data Analytics Workshop 3) Accounting for Business Decision Making 4) Crafting the Right Marketing Strategy *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.	Sunway University
1:45pm – 2.15pm	Competition Briefing Rules & Regulations	
2:15pm	Farewell	JC1, Level 1 Sunway University

RULES & REGULATION

PRELIMINARY ROUND - THE BUSINESS IDEA

You are expected to present to us

Level 1: Business Idea Pitch Deck

A business idea pitch deck (also known as 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 innovative business idea (if any)

As the theme for SBIC 2023 is on “Sustainable Development Goals (SDGs)”, the required contents of the pitch deck are as below.

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

a. The problem

- Your pitch deck should explain the problem that you intend to solve thoroughly.
- The discussion of your problem could begin with the phrase of “How Might We”.
- 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.

TIPS: The Design Thinking workshop will guide you on how to prepare for this content.

2. The Marketing Plan

a. The market segments and the channels to reach to them

- You must be able to explain the targeted market segments for your creative solution.
- Explain the attractiveness of the targeted market segments and how would you position your creative solution to the targeted market segments
- Explain the channels that you have chosen to reach to the targeted market segments.
- Use tables / graphs to present the size of the targeted markets clearly.

b. Competitor analysis

- Analyse the threats from potential competitors in the market

3. Market/Industry Validation

- Speak to potential customers and gather valuable feedback to help validate the value of your creative solution.
- Use tables / graphs to present the feedback you received from potential customers.

TIPS: The Marketing workshop will guide you on how to prepare for this content.

4. The Cost Structure

a. The revenue streams

- Discuss the sources of income for your innovation business idea.

b. The expenses involved

- Shows the expenses / costs involved in developing the innovative business idea.

TIPS (1): You must be able to show that the revenue streams you identified would be able to generate enough revenue to cover the expenses / costs that may be incurred.

TIPS (2): The Accounting for Decision Making workshop will guide you on how to prepare for this content.

5. The Sustainable Development Goals (SDGs)

Explain how your creative solution contributes towards achieving the SDGs. You may choose to focus your discussion only on a specified SDG (or one of the targets listed for a specified SDG).

Level 1B: 2-minutes Video Pitch of your Business Idea

In 2-minutes, you are required to pitch to us your business idea in the most creative way possible. Focus your pitch on the discussion on the problem, the solution, the market / industry validation research, and a brief summary of the cost structure of your business idea.

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

Best Creative Video Award (Winners will be announced during the Final Challenge)

- All teams are required to participate in the Best Creative Video Award.
- Only one entry may be submitted per team.
- 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 the age of 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 any copyrighted works for which the necessary rights have not been obtained. All voice-over narration and on-screen text must be in English. Submitted video not meeting all the entry requirements stated above will be disqualified.

Your 2-minutes Video Pitch will be judged based upon

1. The creativity of your Video Pitch (TIPS: be as professional as you could)
2. The contents of your Business Pitch (refer to Part A for the required contents of a business pitch)

Special for Top 10 Teams

Pre-Finale Consultation – Coaching Session with industry practitioner with Sunway iLabs

Exclusively opportunity to attend coaching session with Sunway iLabs and receive immediate feedback on your business idea pitch.

Level 2: FINALE – BUSINESS PITCH

The panel of judges for the preliminary round will choose to **TOP 10 teams** to advance directly to the SBIC 2023 Finale scheduled to take place in Sunway University on **8 JULY 2023 (Saturday)**. The format of the presentation is as below:

1. Your team is given **5-minutes of presentation time, follows by a 7-minutes of Q&A session** by the panel of 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. You are expected to prepare a **PowerPoint presentation of not more than 15 slides.** Pick the best presenter(s) to represent the team in the Business Idea Presentation!
3. **During the Finale – Business Pitch**, you are required to present to the panel of judges the contents as described above (refer the required content for Part A: Business Idea Pitch Deck).
 - You are however, expected to pitch an improvised version of the innovative business idea you presented during the preliminary round.
 - 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 business idea.

SUNWAY BUSINESS INNOVATION CHALLENGE 2023

Prizes & Awards

Champion

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

2nd Runner-up

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

Consolation (x7)

- Four (4) Sunway University Undergraduate 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

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