



EUROPE KOREA BUSINESS PLAN COMPETITION

A model to connect the youth, private & public sector

Marina Payen, Director, EUCCK

12 partnering companies



Financial support

PR & media

Mentorship

Judging panel

40 supporting universities and institutions



Official endorsement

Credit allocation

On-campus promotion

Logistical support

345 students grouped in 102 teams










Engineering

Economics

MBA

2011 Europe Korea BPC overview, a 5 month challenge

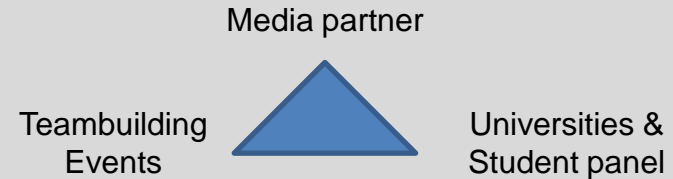
Objectives	<ol style="list-style-type: none">1) Stimulate entrepreneurship, creativity & innovation2) Connect Korean top talent students with leading European companies3) Engage youth, private and public sector4) Prepare youth for real-world professional environment				
Marketing strategy	<ul style="list-style-type: none">• Unique brand identify BELIEVE INNOVATION • Integrated online/offline strategy, including SN engagement & dedicated website: www.europekorea-bpc.co.kr• Official media partner: leading Korean economic daily 				
Tracks	 Mobile	 Web/IT	 Energy	 Automobile	 New products & services
Prizes	<p>1st Prize: \$5,000 + Round trip ticket to Europe</p> <p>2nd Prize: \$4,000</p> <p>3rd Prize: \$2,000</p>		<p>Most Market Viable: \$1,000</p> <p>Most Creative: \$1,000</p> <p>Audience Favourite Pitch: \$500</p>		

Multi-channel campaign to foster team formation across universities

Online Marketing Strategy



Offline Promotion



Students' Tasks

- Form multidisciplinary team (1 engineer per team)
- Brainstorm innovative business idea
- Reach a consensus on roles & responsibilities

Skills Developed

Social Skills

Interdisciplinary teams:
majors & universities

Creativity

Out-of-the-box application from
theory to business models

Flexibility

Adapt to new working style



Multi-channel campaign to foster team formation across universities



Student panel & Events



Online & Social Media



Flyers & business cards



X-banners



Print campaign

Translating ideas to market viable business models

Key roles of BPC Organising Committee:

- 1) Run competition operations & provide guidelines for business plan development
- 2) Manage social media channels & respond to information requests
- 3) Filter, select & announce qualifying teams and finalists

Students' Tasks

- Executive summary (3-page doc):
 - ✓ Product/service synopsis
 - ✓ High-level business model
- Business plan (20 page ppt):
 - ✓ Market & competitor analysis
 - ✓ Sales & marketing plan
 - ✓ Financial highlights & management team

Skills Developed

Teamwork

Apply individual strengths to group's common goals

Entrepreneurial spirit

Translate theory to real-world marketplace

Analytical skills

Consolidate rigorous research & critical thinking



Concept refinement & compelling presentation to large-scale audience

Mentors - top industry experts

Provide teams with:

- a) Real-world entrepreneurial advice
- b) Functional skills training

Judges - C level business leaders

- Rank finalists and present at finale
- Reinforce competition credibility
- Inspire the youth

Students' Tasks

- Visit companies and receive mentoring sessions by industry experts
- Prepare and rehearse final presentation
- Present to large-scale audience as entrepreneurs requesting funding

Skills Developed

Confidence

Interaction with top executives in non-native language

Presentation skills

'Elevator pitch' training



Self realisation

Finale event public speaking





In conclusion, Europe Korea BPC has established a strong legacy:

- ✓ For students... skills development and career opportunities
- ✓ For companies... connect to top Korean talent
- ✓ For government ... framework for changes in education policies
- ✓ For universities... credit allocation as practical course work
- ✓ For society... fostering innovation and entrepreneurship
creation of real companies



Thank you

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