

主辦機構
Hosting Organisation:



合辦及贊助機構
Co-Organiser & Sponsor:



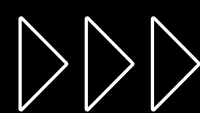
贊助機構
Sponsor:



LEAD TO THE FUTURE

全港大專生商業個案比賽 BUSINESS CASE COMPETITION

Competition Instruction



Future Skills Workshop

Mentorship Program

Business Case Competition

Jun - Aug 2022

協辦機構
Participating Organisations:



活動推廣及公關支持
Marketing & PR Support:



製作支持
Production Support:



支持機構
Supporting Organisations:



General Information

Initiated by JCI Island, "LEAD to the Future" is our 2022 flagship project designed for developing your future skills, nurturing your business sense and building up your better understanding in the Greater Bay Area ("GBA") opportunities. The project includes a series of future skills workshops and the business case competition to be held from June to August this year.

Eligibility

Full-time undergraduate students who are studying at local universities or colleges.

Team Registration

- You should form a team with **4 to 5 members**. A team can consist of students from different universities and colleges at your choice.
- Online registration will be available from **22 April 2022 (Friday) at 20:00 (HKT) to 29 May 2022 (Sunday) at 23:59 (HKT)**. Please click <https://forms.gle/BP9Mvqz5nKkNcCg9> for the online registration form.
- Each team should nominate a **team leader** for completing the online application on behalf of the team. The team leader should complete the future skills registration for all of their team members.
- Upon completion of the online registration, the team leader will receive a **confirmation email** by 3 June 2022 (Friday).
- Please email to lead-info@ijc.hk for assistance (e.g. confirmation email not received).

Competition Format

- You should observe the following:
 - **1st round competition** - Your team is required to submit a **business proposal** in PowerPoint format. The **maximum** number of slides is **10**. The final deliverable should be in PDF/PPT Format with **less than 20MB**. Top 10 teams will be shortlisted for the final round competition. Case topics and proposal submission methods will be announced later.
 - **Final round competition** - Your team will be required to deliver a **10-minute presentation** to the judges in English. You can prepare PowerPoint slides to facilitate your presentation. A 5-minute Q&A session will be followed.

Dates	Milestones
22 Apr	Case Competition Registration Starts
29 May (Before 23:59)	Case Competition Registration Deadline
5 Jun	Grand Opening & Competition Briefing
5 Jun	Future Skills Workshops (Team Building, Technology Development)
12 Jun	Future Skills Workshops (Complex Problems Solving, Digital Marketing, Business Presentation)
18 Jun	Future Skills Workshops (Financial Development & Investment, Real Estate Business Management, Accounting & Audit)
20 Jun	Announcement of Case Topic
26 Jun (Before 23:59)	1st Round Competition - Proposal Submission Deadline
10 Jul	1st Round Competition - Results Release and Matching of Mentors
10 Jul - 23 Jul	Mentoring Period
24 Jul	Final Round Competition - Presentation
6 Aug	Awards & Closing Ceremony

Rewards & Prizes

- Champion Team
 - Cash Prize HK\$ 10,000
 - Reference Letter (From hosting and co-hosting organizations)
 - Opportunity to attend an internship interview of sponsors or supporting organizations
- 1st Runner Up Team
 - Cash Prize HK\$ 7,000
 - Reference Letter (From hosting and co-hosting organizations)
 - Opportunity to attend an internship interview of sponsors or supporting organizations
- 2nd Runner Up Team
 - Cash Prize HK\$ 4,000
 - Reference Letter (From hosting and co-hosting organizations)
 - Opportunity to attend an internship interview of sponsors or supporting organizations
- 4th - 5th Teams
 - Cash Prize HK\$ 1,000
 - Reference Letter (From hosting and co-hosting organizations)
 - Opportunity to submit resumes to the sponsors or supporting organizations
- 6th - 10th Teams
 - Cash Prize HK\$ 500
 - Reference Letter (From hosting and co-hosting organizations)
 - Opportunity to submit resumes to the sponsors or supporting organizations



Requirement of Reference Letters:

Students should **attend at least 4 future skills workshops**. You can scan the QR code and complete an attendance form for each workshop.

Photo taking and Video Recording

- The LEAD to the Future Organizing Committee Team will take photos and record videos on the day of final round competition. All participants hereby grant permission to JCI Island and its representatives to take photographs or records videos of them.
- In line of this permission, participants of LEAD to the Future - Business Case Competition further grant JCI Island and its representatives the right to reproduce, use, exhibit, display, broadcast and distribute these images, recordings and any form of presentation materials in any media now known or later developed for promoting, publicizing or explaining JCI Island and its activities and for administrative, educational or research purposes.

Judging Criteria

Judging team will be formed by a panel of judges composed of business leaders in different industries. The 1st round competition will be assessed based on the following criteria:

- Originality and Creativity
- Relevance
- Feasibility
- Analysis in the market of the GBA
- Data analysis
- Format, language and structure

The judging criteria for the final round competition will be provided to the top 10 teams in due course.

Enquiries

You may get more detailed information about "Lead to the Future" from our website and social media platforms.



@JCI Island, Hong Kong
<https://www.facebook.com/ijchk>



@jci_island
https://www.instagram.com/jci_island/



LEAD to the Future webpage:
<https://www.jciisland.org.hk/leadtothefuture>

JCI Island - LEAD to the Future - Organizing Committee Team

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JCI Island - LEAD to the Future - Project Chairman

Alex Chow

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