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Hong Kong Island Youth United Association

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LEAD
TO THE FUTURE

全港大專生商業個案比賽 *Business Case Competition*



Company
Visits



Business Case
Competition

OPPORTUNITY TO RECEIVE INTERNSHIP OFFER
COMPETITION INSTRUCTION

Sep - Dec 2024

支持機構
Supporting Organisations:

Supporting Organisations:



HKU
BUSINESS
SCHOOL
香港大學商學院



HKUST
BUSINESS SCHOOL
香港科技大學商學院
WORLD CLASS IN ASIA



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



PolyU 理大商學院
Business School
Innovation-driven Education and Scholarship



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College of Business
香港城市大學
City University of Hong Kong



香港浸會大學
HONG KONG BAPTIST UNIVERSITY
工商管理學院 SCHOOL OF BUSINESS



香港樹仁大學
工商管理學系
HONG KONG SHUE YAN UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION



香港都會大學 李兆基商業管理學院
Hong Kong Metropolitan University
Lee Shau Kee School of Business
and Administration



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong
A Dynamic School that CARES



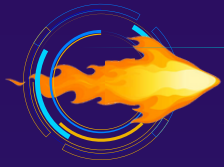
香港北部都會優秀青少年聯會
Hong Kong Northern Metropolis Outstanding Youth Association



WORLD
CHARITY
SOCIETY
世界慈善協會

市場推廣及公關支持
Marketing & PR Support:

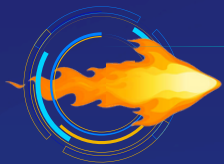




Team Registration

The application period for this competition is from 00:00 a.m. on 5 September 2024 to 11:59 p.m. on 20 September 2024. The Competition will be accessible 24 hours a day on the dedicated Competition website operated by JCI Island at <https://www.jciisland.org.hk/lead-to-the-future-2024> (the “Competition Website”)

- You should form a team with **4 to 5 members**. A team can consist of students from different universities and colleges at your choice.
- Each team should nominate a team leader for completing the online application on behalf of the team. The team leader should complete registration for all of their team members.
- Upon completion of the online registration. The team leader will receive a **confirmation email** by 20 September 2024.



Competition Format

The competition consists of two rounds:

- **First round:** Submissions will be accepted from 20 September to 4 October 2024 11:59 p.m. HKT. At the end of this round, There will be 2 business cases in total, 5 teams from each case (total 10 teams) will be selected to proceed to the final round competition.
- **Final Round:** 5 teams from each case (total 10 teams) will be selected to enter into the final pitching (as defined in the relevant section below) on 24 November 2024.

**LEAD
TO THE
FUTURE**

Eligibility

This competition is exclusively open to individuals who are currently enrolled as full-time undergraduate, associate degree, and higher-diploma students at higher education institutions in Hong Kong.

Internship Opportunity (Past Experience)

Students participants can receive different internship opportunities, below are the companies reference that offered internships to participants last year.



Competition Process

First Round:

A **maximum number of 10 slides presentation** of their submission is produced in PowerPoint or PDF format, excluding the cover and references. The proposal should be presented in English. All submissions must be received by JCI Island **on or before 4 October 2024 11:59 p.m. HKT.**

Final Round:

The participants are required to upload their final submission onto the competition website/ google link by **22 November 2024 11:59 p.m. HKT.** For the final round, there would not be any limitation of the slides, but you have only **20 minutes** to present your proposal. The presentation will be on **24 November 24.**

Prize

The Top 5 teams from each case will be granted the opportunity for internship interviews. Also, they will be granted the opportunity to have dinner with our guests at the Closing Ceremony. The winner(s) from the LEAD to the FUTURE 24 Business Case Competition will receive the following:

- **Champion team:** HKD4,000 for the team + Trophy + Certificate + Reference Letter + Opportunity for internship interview
- **1st Runner-up:** HKD2,000 for the team +Trophy + Certificate + Reference Letter + Opportunity for internship interview
- **2nd Runner-up:** HKD1,000 for the team +Trophy + Certificate + Reference Letter + Opportunity for internship interview

Others:

All participants should attend all the activities mentioned above. We reserve the right to not distribute the prize if a participant is absent without a proper reason. We reserve the right of final decision on the result of this competition.

Competition Process

Date	Milestones
5 September to 20 September	Open For Registration
21 September	Business Case Distribution
October to November	Company Visits
22 October	Result Announcement (First Round)
26 October	Case Distribution (Final Round)
22 November	Submission For Final Round Presentation
24 November	Final Round Competition (Presentation)
8 December	Closing Ceremony

! Remarks:

- Total 10 teams will be selected into the final round. They must attend the Final Round Competition day and Closing Ceremony **in person**. The final result will be announced on 24 November 2024.

Judging Criteria

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

- Originality and Creativity
- Relevance
- Feasibility
- Analysis in the market
- 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.

Enquiry

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/lead-to-the-future-24>

JCI Island - LEAD to the Future - Organizing Committee Team

Email: leadtothefuture@ijc.hk