

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



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 17 September 2024.

Competition Format

The competition consists of two rounds:

- **First round:** Submissions will be accepted from 17 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