

## THE INTERNATIONAL ENGLISH FESTIVAL 2024 *BUSINESS PLAN COMPETITION*

### A. THEME AND SUB-THEME

1. A business plan competition for The International English Festival 2024 has a theme “*Entrepreneurial Spirit through Innovation in Realizing Sustainable Development Goals (SDGs) 2030*”. This theme revolves around the idea of harnessing entrepreneurial spirit and innovation to address the challenges posed by the Sustainable Development Goals (SDGs) by the year 2030. Participants are encouraged to develop business ideas (plans) and models that not only have the potential for financial success but also actively contribute to the achievement of one or more SDGs.
2. Sub-theme :
  - a. Innovative Business Models.**

Encourage participants to create businesses that challenge traditional models and drive sustainability. These models could include circular economy practices, impact investing, or social enterprises.
  - b. Technology for Good**

Highlight the role of technology in solving global challenges. Participants can explore how emerging technologies like AI, blockchain, or renewable energy can be leveraged to advance the SDGs.
  - c. Social Impact Investment**

Explore how entrepreneurial ventures can attract and utilize social impact investments to fund projects aligned with the SDGs.
  - d. Partnerships and Collaborations**

Emphasize the importance of collaboration between businesses, governments, NGOs, and communities to drive SDG progress.
  - e. Climate Action and Sustainability**

Focus on innovative solutions for climate change mitigation and adaptation, emphasizing the urgent need to address SDG 13 (Climate Action).
  - f. Digital Transformation**

Explore how digital innovation can improve access to education, healthcare, and financial services, contributing to multiple SDGs.



## E. TERMS OF WORK

1. Proposals submitted into the competition are the participants' original works which have never been published in any media and have not been included in other competitions.
2. If there is evidence of a violation of provision number 1, the work will be disqualified or the award will be cancelled.
3. Participants/group leaders are required to make a statement sheet of originality stamped with a stamp of IDR 10,000 and signed by the team leader which will be included in sending the work file via email.
4. The committee is not responsible if there are claims from other parties regarding the unoriginality of the work (plagiarism).
5. Proposals are made according to the theme and participants can choose one of the sub-themes provided.
6. Proposals are submitted in soft file format in .pdf format.

## F. COMPETITION SYSTEMATIC & CONDITIONS

1. Instructions for writing a proposal are as follows:
  - a) Paper Size : A4
  - b) Font type : Times New Roman, size 12
  - c) Line Spacing : 1.5
  - d) Margins
    - Left : 4 cm
    - Right : 3cm
    - Top : 3cm
    - Bottom : 3cm
  - e) The title is typed in capital letters
  - f) Pages including the cover and table of contents are given page numbers with the letters: i, ii, iii,....etc., which are placed at the bottom center of the page.
  - g) The main page from the introduction to the appendices is numbered with Arabic numbers: 1, 2, 3,....etc, which are placed in the upper right corner.
  - h) The Business Plan proposal must be a minimum of 10 pages to 20 pages (excluding the cover, table of contents, attachments).
2. Proposal Format

### a. Cover

In this section, you are required to include the name of the team (names of the chairman and members), then give the Student Identification Number, Department, title of the business proposal.

Executive summary (A short description covering the entire concept / content of the proposal, maximum 1 page).

**b.** List of contents

CHAPTER 1 Introduction

CHAPTER 2. General Description of the Business Plan

CHAPTER 3. Implementation Method

CHAPTER 4. Costs and Activity Schedule

CHAPTER 5. Conclusion

Bibliography

Attachment

**c.** Biodata of the Chair and Group Members

The Chairman's biodata contains full name, gender, study program, NPM/NIM, date of birth, email address and cellphone number. Member Biodata contains Full Name and NPM.

**3.** Competition Conditions

Participants are required to make a Business Plan proposal according to the format and the theme given.

**4.** Proposals are submitted on **6 January 2024.**

**5.** The selected proposals that will proceed to the final stage (grand final) are as many as 3 participants/teams.

**6.** Teams that are qualified for the grand final are required to create a Power Point that will be presented during the event on **23 January 2024.**

**7.** The power point will be displayed and presented by the participants, unless there are problems then it will be presented by the committee.

**8.** The presentation will be conducted via zoom and you will be given 15 minutes to present business results and a 10 minute question and answer session.

**9.** After the presentation, participants are expected to stay in the zoom room until the end of the event.

**10.** The announcement of winners will be announced via Instagram account at *englishfestival.utama*