

# Indonesian Youth Business Idea Competition

This competition is held by Wardaya College in order to enlighten a series of Indonesia Regional Competition activities. This competition will give an opportunity to Junior high and Senior high school in order to explore creative business idea. With the inception of this creative idea, students are expected to contribute in the development era.

In accordance with theme “Indonesian Youth Business Idea Competition” so the competition is organised to the development of technology used to finish all the problems which experiences by Indonesian people.

For example education, food, transportation, fashion, property. According with that, this theme is created in order to motivate and push young generation to have a high business skill.

## Competition Timeline

No	Deskripsi Kegiatan	Tanggal
1	Registration and Proposal Submission	Feb 17 – April 10 2022
2	Preliminary Round	April 10 2022
3	Semifinalist Announcement	April 25 2022
4	Technical meeting 1	April 26 2022
5	Semifinal Round	May 14 2022
6	Finalist Announcement	May 22 2022
7	Technical meeting 1	May 25 2022
8	Final Round	June 25 2022
9	Winners’ Announcement	July 10 2022

## Winners’ prizes

Winner = Certificate and Cash prize

Runner Up = Certificate and Cash prize

Second Runner Up = Certificate and Cash prize

## General Rules and Guidelines

- Registration fee: 100.000 IDR per team.
- Participants are junior and senior high school students
- Business Idea should be submitted either individuals or by teams (maximum 3 members)
- Business ideas must be technological oriented development in various fields
- The business idea is stated in the “proposal” use provided template ([attached template](#))
- All proposals and presentation must be delivered in English
- Proposals are uploaded on the link provided ([here](#))
- All business Idea must be the original work of the individual or team.
- Proposal submission will be judged according to the following criteria below.
- Only complete applications will be reviewed.
- The judges’ decision is final and cannot be appealed.

# Proposal Judgment Criteria

The Business Idea will be judge using the following criteria:

1. Executive Summary (Score: 20 points)
  - a. Introduction
  - b. Problem Solution – Situation, problem, solution, evaluation
  - c. Clear, concise and coherent
2. Business Idea Overview (Score: 15 points)
  - a. Products or services offered
  - b. Target customers
3. Problem & Solution (Score: 10 points)
  - a. The Problem
  - b. Solution
4. Target Market (Score: 5 points)
  - a. Market Size
  - b. Market Segments
5. Competitor Analysis (Score: 5 points)
  - a. Identify direct and indirect competitors
  - b. Comparison in between competitors
  - c. Competitive position
6. Products or Services (Score: 15 points)
  - a. Describe the product or service you are offering,
  - b. how it benefits the buyer,
  - c. and its unique selling proposition.
7. Sales and Marketing Plan (Score: 15 points)
  - a. Define target market (demographics, demand, purchase motivation)
  - b. Pricing strategy
  - c. Define marketing strategy
8. Financing (Score: 15 points)
  - a. Production Cost
  - b. Profit Margin