***Got a winning business idea?!***

**Win $14,000 plus *FREE 4 Day Stay* in Seoul, Korea**

**at 2019 DB-SNU Business Case Competition Week**

**August 18 ~ 21, 2019**

DB Group and Seoul National University (SNU) have launched their first business case competition and invite you to compete with young aspiring entrepreneurs to win **USD14,000 in cash**. Aside from the awards, participants will enjoy **FREE 4 day stay** in the dynamic city of Seoul visiting Korean conglomerates and experiencing vibrant Korean culture. **Flight, accommodation, and expenses for visits and activities are all sponsored by DB Group**.

**Organizers**

DB Group based in Seoul Korea is one of the largest Korean conglomerates focusing on financial services, with timely expansion to high-tech industry implementing “green technologies”. SNU Business School, as one of the leading business schools globally, has put its most aggressive efforts in cultivating entrepreneurship in the school. Joint efforts of the two institutions has brought about 2019 DB-SNU Business Case Competition with vision to nurture young mind with entrepreneurial spirit.

**Competition Theme: Business and Start-up Cases**

Examples are:

* Analysis of an Existing Business on
* Successful Case of Corporate Sustainability
* Successful Start-up Case in Asia
* Entrepreneurship/new business ideas on
* Cultivating Social Impact
* Developing Sharing Economy
* **Any innovative and creative ideas are welcome.**

**Awards (USD14,000 in total)**

* First Prize: USD5,000 (to 1 team)
* Second Prize: USD3,000 (to 2 teams)
* Third Prize: USD1,000 (to 3 teams)

**Guidelines**

The event will be carried out in English.

All teams are composed of 3~4 participants and should include at least a business major.

Application should be made through a designated office at the university.

All the submissions should be made in the template provided.

**Timeline**

Proposal submission by May 31, 2019

Invitation sent to selected teams by June 21, 2019

1st draft submission by July 19, 2019

Individual visa and flight arrangements by July 31, 2019

Final draft submission by August 9, 2019

Competition Week in August 18 ~ 21, 2019



**2019 DB-SNU Business Case Competition Week**

**Application Form**

DB Group and Seoul National University (SNU) have launched their first Business Case Competition and invite the best students from top tier business schools in the Asia-Pacific region to develop creative and innovative business ideas.

**Team Information**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **School** | **Major** | **Email Address** | **Mobile** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

*Along with the application please submit copies of resumes of individual team members (use the attached resume template).*

**Application Submittal**

Please form a team of 3~4 members and submit

* Completed team information

**2019 DB-SNU Business Case Competition Week**

**Proposal**

**Guidelines**

* The proposal may contain introduction, product and services, market analysis, business development strategy, financial assessment, and social/business implications.
* The proposal should be limited to **two pages maximum**.

1. **Title of the Case**

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1. **Summary of the Case**

**Proposal Deadline: June.10. (Mon.), 2019**

In case of any questions/clarifications, please reach out to Michelle Choi ([michelle28@snu.ac.kr](mailto:michelle28@snu.ac.kr)).