

Win \$14,000 plus FREE 4 Day Stay in Seoul, Korea  
at 2019 DB-SNU Business Case Competition Week!



# 2019 SNU-DB Business Case Competition In Seoul, South Korea

2019. 8.18 Sun. - 8.21 Wed.

## 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

## How to Apply

- All the submissions should be made in the template provided.
- Application should be made through a designated office at the university.  
※ Application Submittal

Please form a team of 3~4 members and submit

- Completed team information
- Team member resumes
- Proposal

## Awards (USD14,000 in total)

- 1st Prize USD 5,000(1 team)
- 2nd Prize USD 3,000(2 teams)
- 3rd Prize USD 1,000(3 teams)

## Eligibility & Guidelines

- Student participants can be of any major and any year
- All teams are composed of 3~4 participants and should include at least a business major
- The event will be carried out in English.

## 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

※ Flight, accommodation, meals, transportation and expenses for visits & activities are all sponsored by DB Group.

※ Application & Proposal Deadline: May 31, 2019, michelle28@snu.ac.kr

※ In case of any questions/clarifications, please reach out to Ms. Michelle Choi (michelle28@snu.ac.kr).



# 2019 SNU-DB Start-up Competition Week, August 18-21

## Business and Start-up Cases

Venue: DB Training Center(Kwangju, Kyungkido) and SUPEX Hall (CBA,SNU)



	Cultural Session	Lecture Session	Presentation Session	Company Visit	
WEEK	Sunday Aug. 18	Monday Aug. 19	Tuesday Aug. 20	Wednesday Aug. 21	Wednesday Aug. 22
Morning Session 1 (09:00-10:20)		<ul style="list-style-type: none"> <li>* Welcome Reception</li> <li>*Keynote Speech from DB Group</li> </ul>	Special Lecture from SNU 10:30AM~12:00PM	Team Presentations	Departure
Morning Session 2 (10:40-12 P.M.)		<ul style="list-style-type: none"> <li>*Orientation</li> <li>* Ice-breaking</li> </ul>			
12-1 P.M.		Lunch	Lunch	Lunch	
Afternoon Session	Arrival & Check-in @ DB Training Center	City Tour	SNU Campus Tour 1:00~2:00 Company Visit 15:00-18:00	Awards & Wrap-up	
Evening Session	Registration (17:30-19:00)	Dinner	Dinner	Dinner	
		Back to the Center	Back to the center		