


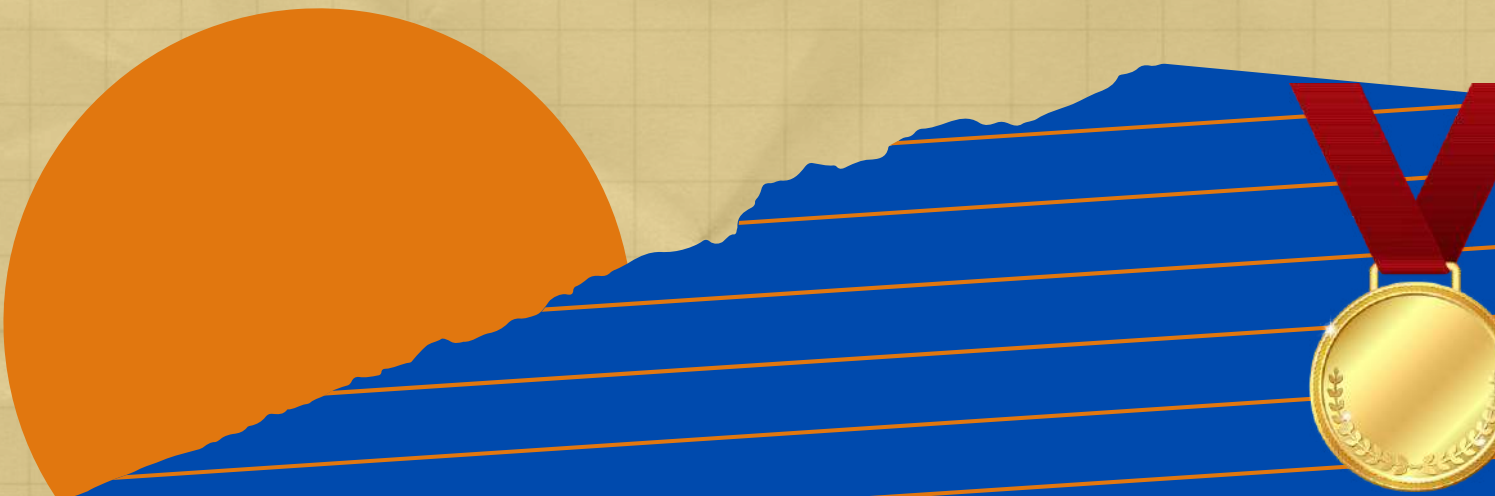


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# ICEBIV

International Competition of  
Entrepreneurship Business Innovation

"Promoting Innovative Entrepreneurship for A Sustainable  
Economy : Pioneering Tomorrow's Business Model"



## GUIDELINES BOOKLET 2024



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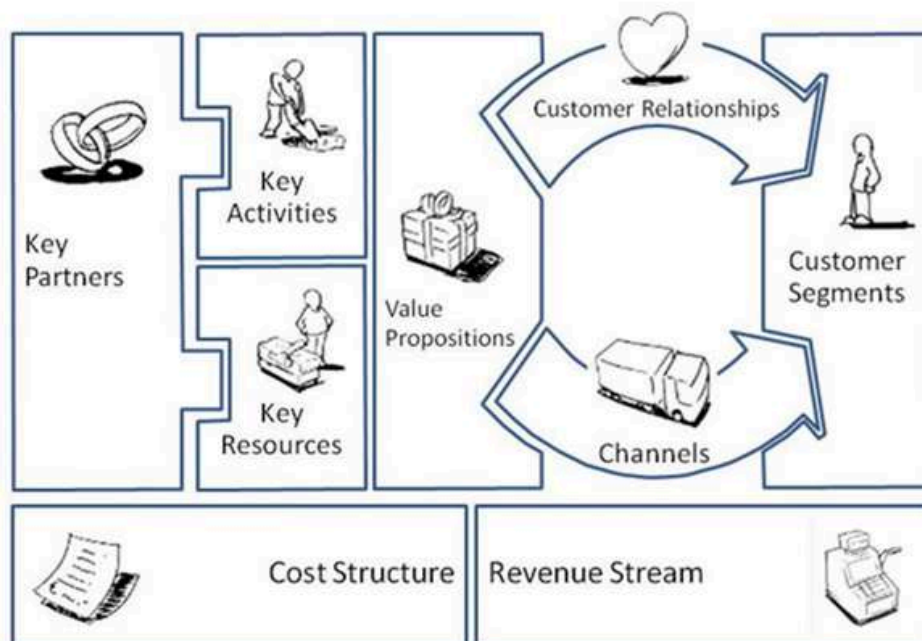
# ICEBIV

International Competition of  
Entrepreneurship Business Innovation

## Business Model Canvas (BMC) Battle

# Business Model Canvas (iCEBIV) 2024

Business is a number of activities/businesses to create, develop and/or transform various resources into goods and services that generate added value. Then the relationship between the advantages and resources owned by the company, as well as the activities are undertaken to acquire and create value, which makes the company able to generate profits. The business model is poured into a visual image and is divided into 9 Business Aspects which include: Customer segments, Value proposition, Channels, Customer relationships, Revenue streams, Key Resources, Key Activities, Key Partners, and Cost Structure. This visualization can help increase understanding of how a business works, and discussion, creativity, and analysis.





# Business Model Canvas Battle (iCEBIV) 2024

## A. Themes

1. The theme for International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024 is about **"Promoting Innovative Entrepreneurship for A Sustainable Economy : Pioneering Tomorrow's Business Model"**

## B. Dates

- Registration : June 1st 2024
- Payment / Fee Deadline / Extended Abstract Deadline. : August 10th 2024
- Video Submission Deadline : August 15th 2024
- Jury Evaluation : August 26 - 30th 2024
- Winner Announcement : September 5th 2024

## C. Registration Fee

LOCAL / INTERNATIONAL FEE	CATEGORY OF PARTICIPANT
From Indonesia Unisba students: IDR 150.000 Other Indonesian university students: IDR 300.000	University Students
From Malaysia University Students RM50.00 Professionals RM100.00	

## D. Terms of Competition

1. One group is limited to 6 participants (5 students + 1 mentor / advisor / lecturer / professional).
2. The number of participants is within **2 – 6 members**. (5 students + 1 mentor / advisor / lecturer / professional).
3. Each group needs to choose a **NEW** viable business idea (product or service)
4. Video must be within **5 minutes**.
5. Participants can use any creative methods of presentation.
6. Only **1 student** will represent the group for 5 minutes video presentation.
7. The presenters should appear in the video presentation.
8. All presentation shall be in Bahasa Malaysia, Bahasa Indonesia or English.
9. Submit the video by uploading to Youtube and setting it as Public or unlisted
10. The Youtube link must be submitted together with the online application at **<https://icebiv2024.myappx.my/>**
11. You may use this point to prepare a video presentation:
  - Introduction – new business
  - Business Model Canvas Overview
  - Explanation of Each Component of BMC (**9 Components**)
  - Conclusion
- The submission deadline is **15 Aug 2024** before 8.00 pm (Malaysia Time). Late submissions would not be accepted.
- Please register and submit your video at **<https://icebiv2024.myappx.my/>**

## E. JUDGING CRITERIA

POINT	CRITERIA	PERCENTAGE
A	Introduction	10
B	BMC Template	10
C	BMC Model Explanations	10
D	Commercialization / Marketability	10
E	Applicability	10
F	Presentation Style/Creativity	10
G	Time Management	10
H	Novelty / Originality	10
I	Fluency and Clarity	10
J	Overall Presentation	10
	<b>TOTAL</b>	<b>100</b>

# F. BUSINESS MODEL CANVAS TEMPLATE

## The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>KEY ACTIVITIES FOR PARTNERSHIP:</b> Integration and synergy Production of value and delivery Acquisition of our partner resources and activities</p>	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>CATEGORIES:</b> Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>VALUE PROPOSITIONS:</b> Innovation Performance Customization Getting the Job Done! Design Reliability Price Convenience Risk Reduction Accessibility Convenience/Usability</p>	<h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>KNOWLEDGE:</b> Personal assistance Education/Personal Assistance Self Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p><b>Types of Segments:</b> Mass Market Niche Market Segmented Diversified Multi-Sided Platform</p>
<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>IS YOUR BUSINESS MODEL:</b> Cost Driven: Simple and efficient, low price value proposition, maximum automation, extensive outsourcing Value Driven: Focused on value creation, premium value proposition</p> <p><b>SCALE OF COST STRUCTURES:</b> Fixed Costs: Salaries, rent, utilities Variable costs Economies of scale</p>	<h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES:</b> Physical Intellectual (brand, patents, copyrights, etc.) Human Financial</p>	<h3>Channels</h3> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer relations?</p> <p><b>CHANNEL PHASES:</b> 1. Awareness: How do we make customers aware of our company's products and services? 2. Evaluation: How do we help customers evaluate our organization's value proposition? 3. Purchase: How do we allow customers to purchase specific products and services? 4. Delivery: How do we deliver a value proposition to customers? 5. After sales: How do we provide post-purchase customer support?</p>	<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what are they currently paying? How much are they willing to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>Types of Revenue Streams:</b> Transaction Subscription Usage-based Licensing Advertising</p> <p><b>Revenue Models:</b> Freemium Usage-based Subscription Licensing Advertising</p>	<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what are they currently paying? How much are they willing to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>Types of Revenue Streams:</b> Transaction Subscription Usage-based Licensing Advertising</p> <p><b>Revenue Models:</b> Freemium Usage-based Subscription Licensing Advertising</p>





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## Business Plan Battle



# Business Plan Battle (iCEBIV) 2024

## A. Themes

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## C. Registration Fee

LOCAL / INTERNATIONAL FEE	CATEGORY OF PARTICIPANT
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From Malaysia University Students RM50.00 Professionals RM100.00	

## D. Terms of Competition

1. The number of participants is within **2 – 6 members**. (5 students + 1 mentor / advisor / lecturer / professional).
2. Using the idea of your proposed business in the business plan, your team is required to do a video presentation by highlighting the main point in the business idea.
3. The duration of your video must be within **10-15 minutes**.
4. All information such as your company's name, your product/service/group member and a photo of each group member must appear on the first slide of your presentation.
5. You can use Powerpoint, Canva, Powtoon or any other creative method of presentation.
6. All participants should involve in presentation except for mentor / advisor.
7. All presentation shall be in Bahasa Malaysia, Bahasa Indonesia or English.
8. Submit the video by uploading to Youtube and setting it as Public or unlisted
9. You may use this point to prepare a video presentation:
  - Title slide – introduce your company background, history, logo, mission, vision and your team
  - Problem- introduce a problem that persists and is relatable to your target market. You may cite statistics from a reliable source to justify the problem



## D. Terms of Competition

- Solution- how does your product/service may provide the solution to the problem? What is the value proposition offered by your company? You may show the product prototype, illustration, demonstration or any supporting material to support your presentation
  - Opportunity and target market- articulate your specific target market. Environmental trends that are providing your target market momentum.
  - Competition- Explain specifically the firm's competitive advantage in the market and how you will compete.
  - Marketing and sales- explain your overall marketing strategy.
  - Financial Projection- stress when the firm will achieve profitability, how much capital is needed, when its cash flow will breakeven
  - Milestone- describe current progress and any accomplishment
  - Financing sought- state how much financing you are seeking and how you will spend the money
  - Conclusion- summarize the strongest points of your venture and team.
- 
- The submission deadline is **15 Aug 2024** before 8.00 pm (Malaysia Time). Late submissions would not be accepted.
  - Please register and submit your video at **<https://icebiv2024.myappx.my/>**

## E. JUDGING CRITERIA

POINT	CRITERIA	PERCENTAGE
A	Problem and Solution	10
B	Opportunity and Target Market	10
C	Competition Analysis	10
D	Market Size / Market Share / Marketing Strategy	10
E	Financial Projection	10
F	Applicability	10
G	Commercialization / Marketability	10
H	Presentation Style / Creativity	10
I	Time Management	10
J	Novelty / Originality	10
	<b>TOTAL</b>	<b>100</b>





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## Business Idea Competition Battle

# Business Idea Battle (iCEBIV) 2024

## A. Themes

1. The theme for International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024 is about **"Promoting Innovative Entrepreneurship for A Sustainable Economy : Pioneering Tomorrow's Business Model"**

## B. Dates

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- Winner Announcement : September 5th 2024

## C. Registration Fee

LOCAL / INTERNATIONAL FEE	CATEGORY OF PARTICIPANT
From Indonesia Unisba students: IDR 150.000 Other Indonesian university students: IDR 300.000 Professionals: IDR 500.000	University Students / Professionals
From Malaysia University Students RM50.00 Professionals RM100.00	

## D. Terms of Competition

1. This competition is held online by registering a group with members consisting of **2-5 people**. Registration link: **<https://icebiv2024.myappx.my/>**
2. The participants are active students of the Undergraduate Program or Professionals, lecturers, or researchers.
3. Team members cannot be replaced for any reason.
4. Participants in this competition are only entitled to submit one best work and it has never been published or the work has never won in another competition.
5. Participants are asked to make a Business Idea extended abstract and presentation video according to the format provided and the given theme.
6. Submit the video by uploading to Youtube and setting it as Public or unlisted
7. The content of the extended abstract and presentation video should address the judging criteria.
8. The extended abstract must be written in English (2-5 pages).
9. All presentations shall be in Bahasa Malaysia, Bahasa Indonesia, or English for up to 5 minutes duration.
10. An extended abstract must be submitted by **15 Aug 2024** and submit video to **<https://icebiv2024.myappx.my/>**.

## **E. Terms of Extended Abstract**

1. The ideas that are included in the competition are the original work of the participants that have never been published in any media and have not been included in other competitions (stated in the statement of originality of the work).
2. If there is evidence of a violation of provision number 1, the work will be disqualified or the award will be canceled.
3. Extended abstracts are submitted in soft files in Ms. Word format (.doc/.docx).





**Please download this extended guideline abstract into Word files for further information:**

**[Extended Abstract Guideline Icebiv 2024](#)**



## F. JUDGING CRITERIA

POINT	CRITERIA	PERCENTAGE
A	Differentiation/Uniqueness	10
	Inventiveness	10
B	Applicability of the Innovation	10
	Competition Analysis	10
C	Market Size / Market Share / Marketing Strategy	10
	Financial Projection	10
D	Commercialization / Marketability	10
	Presentation Style / Creativity	10
E	Publication	10
	Intellectual Property	10
	<b>Total</b>	<b>100</b>



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