



ESA UNGGUL UNIVERSITY, INDONESIA

PRESENTS

IDEA TO BUSINESS

INTERNATIONAL COMPETITION 2021

#IDEA2BUSINESS2021

IN COLLABORATION WITH

**ACADEMY OF ENTREPRENEURS,
AUSTRALIA**

TERM OF REFERENCE

THE BACKGROUND

At present, entrepreneurship is likely the most challenging but powerful tool to make you successful in life and in career. According to Forbes, fifty percent of the working population will be business owners and freelancers. Today, more than ever, is the perfect moment to empower people with entrepreneurial skills.

Unfortunately, Indonesia has a low entrepreneurship rate compared to those of its neighbor countries in South East Asia. With an entrepreneurship rate of only 3,47%, Indonesia is left behind from Malaysia and Thailand. Even though some unicorns are well established and grown, practical actions are still needed to boost entrepreneurship in Indonesia, including in the universities. There are many ways to incorporate entrepreneurship in universities, from making entrepreneurship a mandatory subject, creating an on-campus incubator to encourage students to develop their businesses globally, to entrepreneurship competition among students and faculty.

Now, imagine you can join a campus activity that is not only at international level, but also offers a comprehensive learning of entrepreneurial skills from classroom lecture and practical mentorship to translating ideas into an actual business proposal. The activity also provides the opportunity to build access to the market and, most importantly, the chance to expose your business proposal to potential funders and investors.

With that in mind, Esa Unggul University (UEU) is organizing the first Idea to Business International Competition 2021 in collaboration with the Academy of Entrepreneurs (AE), Australia.

THE COMPETITION

WHAT IS IT?

“Idea to Business International Competition 2021” or “the Competition” or “the Event” is essentially a capacity building program with a practice arena for pitching business ideas to investors before going into the real world. In this competition, you engage in an entrepreneurship learning series and must join in a group to develop a business idea at the end.

Initially, you will enroll in a four-week certified entrepreneurship course online where you will learn all things about turning an idea into a business. Then, under the mentorship of the Academy of Entrepreneurs, you will form a group of three (for student participants only) to collaborate in developing an idea into a business model, framework, and a plan.

Lastly, you will be challenged to pitch the idea to the judges, who will assess and value your business concept based on several criteria. The best wins and get the chance to present their ideas to the Academy of Entrepreneurs’ network.

WHEN IS IT?

The Competition will be held online on August 30 – October 1, 2021 (five weeks) – four weeks for the certified course and one week for pitching.

WHO ARE THE PARTICIPANTS?

There are two types of participants:

- Students from Esa Unggul University and its partner universities across Asian countries; ideally, the students should be in their second year onward.
- Faculty or lecturers from Esa Unggul University and its partner universities, especially those who engage or are interested in entrepreneurship education.

To become a partner university, there must be an Implementing Agreement with Esa Unggul University legally signed by the chairs of departments of both universities.

WHAT ARE THE BENEFITS?

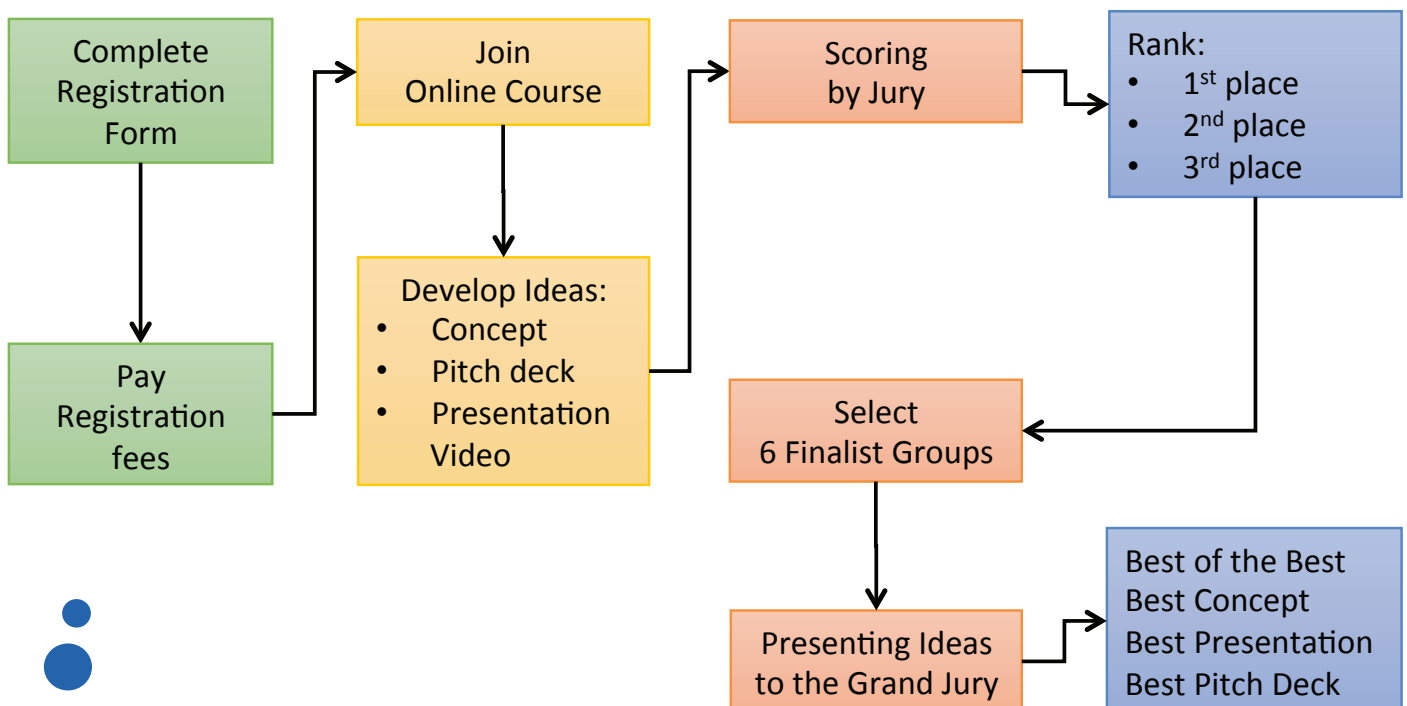
In addition to getting the certificate of course completion, you will have the following opportunities:

- Win the competition prizes, up to IDR25,000,000 or USD1,675 for a group.
- Learn the best practical knowledge and skills in developing an idea into business from experienced instructors, mentors, and business owners.
- Expand business network at international level, including channels to investors.
- Build entrepreneurship network among the participants.
- Enhance your personality, emotional quality, and communication skills.
- UEU students participating in the Competition will be considered to have already completed the *Kewirausahaan 2* course.



THE SCHEME

The following is the competition's activity diagram.



The participants shall complete the registration form and pay registration fees to join the online course. After completing the course, student participants shall form a group of three to join the competition. They shall develop a business idea into a business concept, create a pitch deck, and a video presentation.

All outputs from the groups will be evaluated and ranked following certain criteria by the jury. Six groups among the participants will be selected as finalists who will be eligible to present their business ideas to a grand jury. The finalists' business ideas, presentation performance, and pitch deck material will be evaluated by the grand jury, who will determine the winners following the criteria of the Best of the Best, the Best Concept, the Best Presentation, and the Best Pitch Deck.

Faculty participants can only join the online course. They are not allowed to join the competition as a group member. However, if agreed by the student participants, they can guide the students in developing their business ideas during the competition.

HOW DO I REGISTER?

Registration shall be made online via the link provided by the Committee. Each participant shall pay the following registration fees (exchange rate at IDR14,500 per USD):

PARTICIPANTS	FEE
● Students from Esa Unggul University or its partner universities*	IDR750,000 per person
● Faculty from Esa Unggul University or its partner universities*	Free of charge

**) Universities, from Indonesia or overseas, who already have a Memorandum of Understanding and Implementing Arrangement with Esa Unggul University*

WHAT ARE THE REQUIREMENTS?

To join the Competition, participants must meet the following requirements:

PARTICIPANT	REQUIREMENTS
Student	<ul style="list-style-type: none"> • Active students from second year onward, from Esa Unggul University or its partner universities (or colleges) in Indonesia or other Asian countries • Students who also run a small enterprise / startup with establishment less than three years from the date of the competition are eligible to join
Faculty	<ul style="list-style-type: none"> • Active lecturers from Esa Unggul University or its partner universities (or colleges) in Indonesia or other countries, especially those who engage or are interested in entrepreneurship education

WHO ARE THE JUDGES?

To ensure its integrity and impartiality in the evaluation of business designs, the Idea to Business International Competition 2021 will invite business practitioners and experts as well as prominent people in entrepreneurship education as the jury and grand jury, from:

- Esa Unggul University, Indonesia
- Academy of Entrepreneurs, Australia
- Leading startups and unicorns
- Big companies

WHAT ARE THE PRIZES?

Winners of the Competition will be rewarded the following prizes***:

Rank, Winners	Rewards				
	Prize Money	Prize from Sponsor*	Trophy**	Medal	Certificate
Best of the Best					
• First Place	IDR25,000,000	✓	✓	✓	✓
• Second Place	IDR15,000,000	✓	✓	✓	✓
• Third Place	IDR10,000,000	✓	✓	✓	✓
Best Idea/Concept					
• First Place	To be announced	✓	✓	✓	✓
• Second Place		✓	✓	✓	✓
Best Pitch Deck					
• First Place	To be announced	✓	✓	✓	✓
• Second Place		✓	✓	✓	✓
First rank, 5 groups	n.a.	✓	✓	✓	✓
Second rank, 5 groups	n.a.	✓	✓	✓	✓
Third rank, 5 groups	n.a.	✓	✓	✓	✓

*if any

**The trophy can be named after the sponsors' brands

***Prizes may be adjusted following the current situation and condition

HOW CAN YOU WIN?

Participants of the Competition will be judged against the following considerations:

- Originality of the idea
- If participants have a running business, it must be less than three years since it was first established.
- Outstanding business idea / model
- Presentation / pitch delivery
- Quality of the proposal
- Business feasibility and profitability potential
- Opportunity to scale up
- Ease of investment
- Potential positive impacts on sustainable development Other aspects that the judges will consider as strong points.

WHAT IS THE ONLINE COURSE ABOUT?

The Idea to Business learning program is designed to empower people and provide directions for creating a business. It shapes your knowledge, and both hard and soft skills, toward becoming a successful entrepreneur. The online course covers a wide range of entrepreneurship topics. You will engage in a four-week certification program (about two hours a day) where you will learn various aspects of business idea development, such as:

- The concept of entrepreneurship
- Market research
- Business trends
- Finance for startups
- Emotional intelligence
- Leadership
- Lean business model canvas
- Design thinking
- Project management
- Digital marketing
- Pitching

All courses will be delivered in English. It is important for participants to have sufficient English proficiency to follow the online course without any hindrance.





ACADEMY OF
ENTREPRENEURS®

How to Turn Any Idea into a Business

Powered by
Academy of Entrepreneurs

© 2020 Academy of Entrepreneurs Pty Ltd. All rights reserved.

Course + Hackathon



How to turn an idea into a successful business

Module 1 What makes a great idea

Emotional Intelligence

What is entrepreneurship

The Entrepreneur Stereotype

Entrepreneurship vs Innovation

Module 2 Business Models

What makes a great business?

Problem / Solution / Insight

Module 3 Lean Business Model Canvas

Introduction to Lean Business Model Canvas

Assumptions

Module 4 Design Thinking + Lean Methodology

Introduction to Design Thinking

How to Apply Lean Methodology and Why is it important

Customer Segments + Personas

Module 5 Getting it done

Business Name

Proof of Concept

Logo

Websites

Module 6 Marketing

Marketing Mix

Social Media

Module 7 Finance

Bootstrapping

Revenue Streams

Pricing

Budget

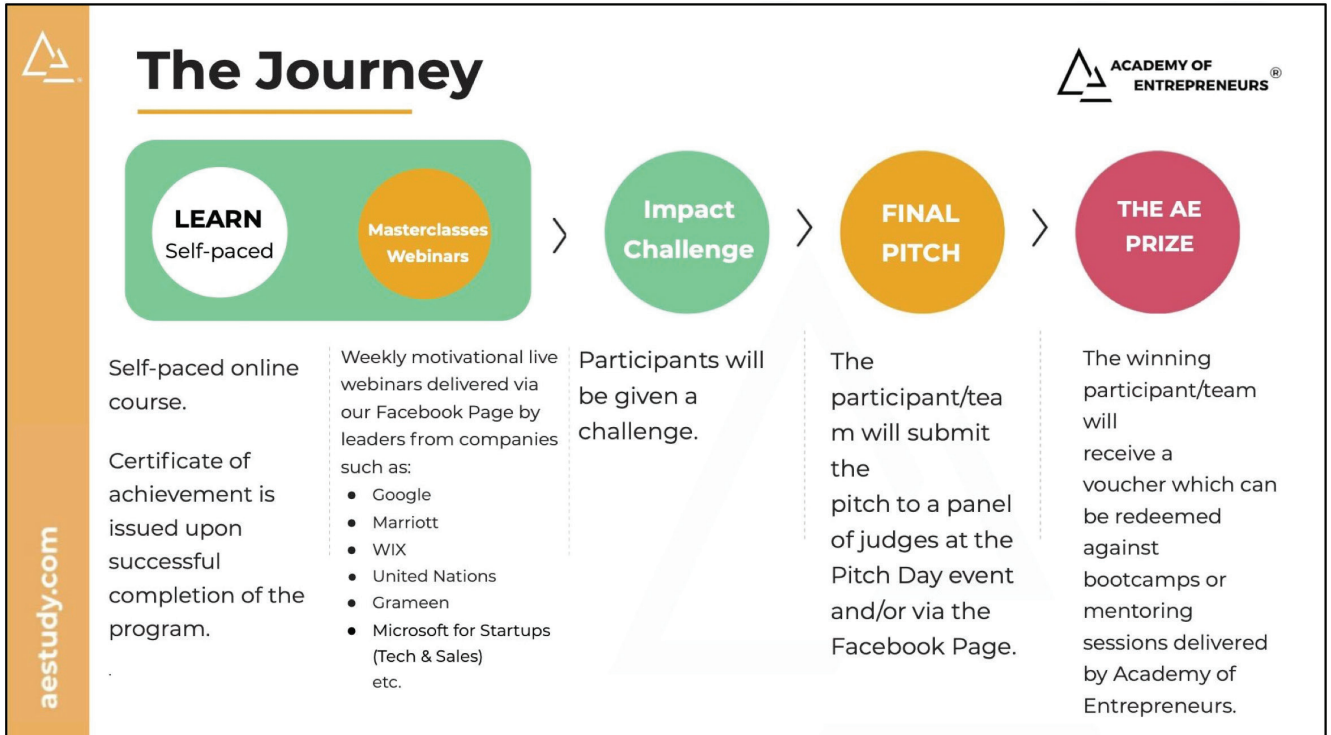
Module 8 Pitching for success

Negotiations

Storytelling

How to find your first customers

aestudy.com



What you will learn

Emotional Intelligence: Becoming an entrepreneur is a life-changing decision and it takes the right mindset to work hard and achieve a dream. We believe that an introduction to emotional intelligence is the first step to endeavoring in this new life-changing adventure.

Business Opportunities: Learn how to evaluate your idea and transform it into a great business.

Design Thinking, MVP & Agile: Learn the art of problem-solving in a strategic and practical process to create a Minimum Valuable Product (MVP) to get you unstuck and build a product/service that your customers want.

Lean Canvas: Start your business model to ensure profitability in just a few minutes.

Proof of Concept: You have the bases covered, now we need to make sure that your idea and project has a market fit.

Your First Website: If you don't have a website, you don't exist. Learn how to create the perfect launch website in a few minutes for your new business - from UX (User Experience) to how to measure the conversion rates. Learn all you need to set up your first promotional window to the world - in 1hr without spending a cent.

Finance for Startups: We all have great ideas but not all of us were trained in finance. Financial intelligence it's a key part of making your business a success. Learn the basics you need to get your company up and running - and make it profitable.

How to Pitch: The art of pitching and negotiating will help you succeed faster, whether you need it to lock in a big sale or convince the perfect investor.

How to Find Investors: Many times, an idea is not enough to start a big business and there are costs with producing, distributing, and promoting and that is where the question comes: Do we need an investor? And How do we get them?

Launch Strategy: Once the idea has become a reality comes the big moment where you launch it into the world. Learn everything you need to know for a successful launch that will be the right first step towards your new business's success.

Finding your First Customer: You have created, revised, worked tireless hours, and launched your idea into a business. Now how do we turn that idea into a business with paying customers?

Is it working? And how do I keep my business growing? Learn to define your KPIs (Key Performance Indicators) and make an analysis of what is and is not working - so you can consistently boost your business' progress, competitiveness, and profit!

aestudy.com

ENGAGEMENT

CAN YOU BE A UNIVERSITY PARTNER?

A university partner is an engagement scheme that is specifically designed for academic institutions with an interest to actively participate in the Competition. To become a university partner, you need to sign a Memorandum of Understanding and an Implementation Agreement with Esa Unggul University.

As a university partner, we offer the following benefits:

- Send up to three teams (nine participants) to participate in the Competition
- Public exposure through online campaign and logo placement in promotion materials

WHAT ARE THE OTHER ENGAGEMENT TYPES?

Idea to Business International Competition 2021 invites actors in the private sector, including financial institutions, big companies, leading startups and unicorns, to support the Event based on the following sponsorship levels (for other engagement types, please contact the Committee for further discussion).

HOW CAN YOU ENGAGE?

We are open for engagement opportunities with any parties. We would be very happy to discuss engagement details to suit your needs and interests. Kindly contact the Idea to Business International Competition 2021 Committee via the following:

IDEA TO BUSINESS INTERNATIONAL COMPETITION 2021

Program Secretariat Office

Esa Unggul International Campus
 Jl. Raya Legok - Karawaci, Curug Sangereng,
 Kec. Klp. Dua, Tangerang, Banten 15810
 Ph. +62 21 5568-3700 (direct)
 WA: +62 813 2000 3807

Contact Person

Name: Ms.Nathassa Ardilla Widiyantie
 E-mail: idea2business@esaunggul.ac.id

TIMELINE

No	Activity	Apr	May	Jun	Jul	Aug	Sept	Oct
1	Concept development	✓						
2	Prepare ToR, set up team & budget	✓						
3	Engagement with partners & sponsors		✓					
4	Contract and MoU signing		✓					
5	Promotion and campaign			✓	✓	✓		
6	Accepting registration			✓	✓	✓		
7	Pre-condition event			✓				
8	Press conference			✓				
9	Information day			✓	✓	✓		
10	Online course					✓	✓	
11	Proposal development						✓	
12	Pitch						✓	✓
13	Judges' meeting to decide the winners							✓
14	Virtual ceremony, Announcement of the winners							✓

PUBLIC COMMUNICATIONS

Information regarding the Competition will be communicated mainly through:

- Website
- E-posters, to be shared via instagram, twitter, and facebook
- Formal letter to partner universities
- Precondition events
- Information day
- Press conference
- Media release

ORGANIZER AND PATRONS

Organizer of the Event is Esa Unggul University, Indonesia, in collaboration with the Academy of Entrepreneurs, Australia. The Faculty of Economics and Business is the leading faculty together with the Office of International Partnership of Esa Unggul University.

Our Patrons to this event are:

- Dr. Ir. Arief Kusuma Among Praja, MBA, IPU – Rector, Esa Unggul University, Jakarta, Indonesia
- Dr. H. Jazilul Fawaid, S.Q. MA. – Deputy Chairman of People’s Consultative Assembly, Indonesia

CLOSING

ABOUT UNIVERSITAS ESA UNGGUL

Esa Unggul University (UEU) was founded in 1993 under the auspices of the “Kemala Mencerdaskan Bangsa Education Foundation”, a leading private university in Indonesia with a vision to become a world-class university based on intellectuality, creativity, and entrepreneurship with excellence in quality management and execution of the University’s values of education, research, and community service. UEU’s mission is to organize quality and relevant education, creating a conducive academic atmosphere to create leaders with character and high competitiveness.

ABOUT ACADEMY OF ENTREPRENEURS

Founded by Global Entrepreneurs with the mission to give students the most powerful entrepreneurship skills and network to turn any idea into a successful business that creates impact. Since our founding, we have educated students from 65+ nationalities and built businesses that tackle every United Nations Sustainable Development Goals (SDGs).

-oOo-