

GUIDE BOOK

GLOBAL BUSINESS PLAN COMPETITION 2025

“Undiksha Startup Challenge : Inspiring a youthful and innovative entrepreneurial spirit to enhance Undiksha’s global reputation.”

BUSINESS PLAN COMPETITION 2025 GUIDEBOOK

A. Background

In the fast-changing world of globalization, the business sector faces many challenges and opportunities that are constantly changing. The youth, young generation, with their energy and creativity, have an important role in driving innovation and finding business solutions that can overcome global issues. Universitas Pendidikan Ganesha, as a university focused on developing high-skilled human resources, understands the need to build a strong entrepreneurial spirit in its students. **"The 2025 Inter-Week Business Plan Competition"** is one of the events during the 3rd International Week organized by UKM HIKM Undiksha. Hopefully, this competition can encourage students to develop creative and innovative ideas that can positively impact both locally and globally. This competition is open to active university students worldwide from all countries with practical ideas and strong entrepreneurial spirit. The 2025 Inter-Week Business Plan Competition carries the theme **"Undiksha Startup Challenge: Inspiring a Youthful and Innovative Entrepreneurial Spirit to Enhance Undiksha's Global Reputation."** This competition aims to give students the opportunity to promote and enhance Undiksha's culture and reputation through their brilliant and practical ideas. Through this competition, young students are expected to demonstrate their potential and abilities in designing effective business plans, utilizing current technology, and addressing relevant social or economic issues, while also realizing Undiksha's mission to produce competitive, collaborative, and character-driven human resources.

B. Theme

The theme of the 2025 Inter-Week Business Plan Competition is **"Undiksha Startup Challenge: Inspiring a Youthful and Innovative Entrepreneurial Spirit to Enhance Undiksha's Global Reputation."**

C. Sub Themes

1. Technology

This topic emphasizes the role of students in creating business opportunities that contribute to driving the economy by utilizing technological advances in business



operations. The field of technology includes the provision of services and the development of technology-based culture. Examples are businesses that offer services using technology such as Gojek and others.

2. Culinary

In this topic, you can develop creativity and innovation in food or culinary product businesses that can be developed globally while still considering relevant aspects of food safety and licensing.

3. Fashion

With the continued popularity of fashion trends in Indonesia, students can take advantage of this opportunity by presenting unique, creative, and trend-following fashion products. In this topic, young entrepreneurs can create products from environmentally friendly materials or promote local culture in their designs. It is also hoped that these ideas can be implemented to promote Universitas Pendidikan Ganesha, for example, through Undiksha-themed merchandise.

4. Craft

Indonesian handicrafts have great potential to be marketed globally. Students as young entrepreneurs can play a role in preserving and introducing Indonesian culture and traditions even to the international arena through their ideas. We hope the ideas can be implemented to promote Undiksha and Indonesia.

D. Purpose

Inter-Week Business Plan Competition 2025 held by UKM HIKM Universitas Pendidikan Ganesha comes with the spirit to awaken entrepreneurial skills in the young generation. In this digital era, Inter-Week BPC 2025 encourages students to devote their creative and innovative ideas in the form of a well-thought-out business plan. More than just a competition, Inter-Week BPC 2025 is a platform for students to develop their potential as reliable and competitive young entrepreneurs by collaborating on technology and culture. Alongside, Inter-Week BPC 2025 also gives opportunities for students to promote Undiksha's culture through their brilliant ideas. With mentorship from experts and the opportunity to build networks, Inter-Week BPC 2025 participants are ready to become agents of change for the World through innovation and entrepreneurship.

E. Timeline

NO	DATE	EVENT	PLATFORM
1	December 2 nd – 12 th , 2024	Early Bird Registration and Work Submission	Google Form
2	December 13 th – 23 th , 2024	Normal Registration and Work Submission	Google Form
3	December 24 th , 2024 – January 5 th , 2025	Late Bird Registration and Work Submission	Google Form
4	January 10 th , 2025	Finalist Announcement	Online
5	January 11 th , 2025	Technical Meeting	Zoom Meeting
6	January 16 th , 2025	PowerPoint Submission	Google Form
7	January 18 th , 2025	Final Round	Zoom Meeting
8	January 20 th , 2025	Winner Announcement	Online

F. General Requirements

1. The Preliminary and Final Stages will be conducted entirely online.
2. Participants of the Business Plan Competition must be active Diploma or Bachelor Degree (D4/S1) university students worldwide from all over the world, as evidenced by a valid Student ID Card (e.g., *Kartu Tanda Mahasiswa* in Indonesia) or other official identification. Submit the proof in the following format: **Team Name_StudentID**.
3. The competition must be carried out in a group (participants cannot be replaced).



4. Each team consists of at least 2 to 3 people, with 1 person as the team leader and the others as team members.
5. Each member is allowed to come from across different majors, departments, faculties, and universities.
6. Participants of the Business Plan competition are only entitled to submit one work that has never been published or participated in other competitions.
7. If a violation of rule number 5 is found, the work will be **disqualified** or **canceled** from participating in the competition.
8. Participants are obligated to follow the Instagram accounts of [@ukm hikm](#) and [@interweek.hikm](#). Submit the proof in the following format: **Team Name_Instagram**.
9. Participants are required to download the Twibbon through the link: <https://drive.google.com/drive/folders/12R8n1GYhM8JhCqO7wc0AAkMmT15JUz0a>
10. Participants must upload the twibbon on Instagram and tag the account [@ukm hikm](#) and [@interweek.hikm](#). Submit the proof in the following format: **Team Name_Twibbon**.
11. By registering as a participant in the Business Plan Competition 2025, participants are deemed to have agreed to all the terms, technicalities, and requirements set by the committee.
12. The judges have the right to cancel a participant's win if there is evidence of plagiarism (taking someone else's work) and the jury's decision is final (cannot be appealed).

G. Registration and Submission Requirements

1. Participants are required to complete the registration form through the following Google Form link: go.undiksha.ac.id/BusinessPlanInterWeek2025
2. The registration for the 2025 Inter-week Business Plan Competition varies based on the registration period:
Early Bird Registration (December 2nd – 12th, 2024)
 - National Students: IDR 75.000
 - International Students: USD 8



Normal Registration (December 13th – 23rd, 2024)

- National Students: IDR 100.000
- International Students: USD 10

Late Bird Registration (December 24th, 2024 – January 5th, 2025)

- National Students: IDR 125.000
- International Students: USD 11

3. Registration fee should be paid to account number:

- **478401002085501 (BRI)** under the name **Natasha Sany**
- **8271313969 (BCA)** under the name **Dewa Made Kramas Artha Wiguna**
- **Paypal @kramasaritha**
- For the other payment methods please contact **+62895368777987 (Tanara)**.

After making the payment, participants must submit the payment proof in the registration form through the provided link (**Point G. Registration and Submission Requirements**) in the following format: **Participant Name_Payment Proof**

4. Participants are required to submit a Business Model Canvas (BMC) in PDF format, using the following file name format: **BMCxINTERWEEK2025_Sub Theme_Team Name**
5. Participants must prepare their proposal submission file in PDF format, with the file name following this format: **BPCxINTERWEEK2025_Sub Theme_Team Name**
6. The proposal and BMC must be submitted via the Google form at the following link: go.undiksha.ac.id/BusinessPlanInterWeek2025
7. Once the proposal and BMC has been submitted, participants are required to confirm their submission by contacting the provided contact person (CP).
8. All submitted works will become the property of the competition organizers.
9. The decision of the judge is **absolute**.
10. Further details about university's information can be asked through the link below: <https://go.undiksha.ac.id/InterWeekQnA>

H. Business Model Canvas Format

1. The Business Model Canvas (BMC) content must align with the specified theme.



2. Each team must include their team name and business name on the Business Model Canvas.
3. The participants are encouraged to create a creative Business Model Canvas template
4. Ensure that the content of the Business Model Canvas is legible, clear, and detailed.
5. The Business Model Canvas (BMC) must be submitted as a softcopy in PDF format before **January 5th, 2025 at 23.59 WITA (GMT +8)**.

I. Proposal Format

1. Cover page (Proposal title, Interweek logo, Undiksha logo and group members names).
2. The participants can download the logo from the following link:
<https://drive.google.com/drive/folders/1gXCWxFOknrhPXUfr4MwtiHYciNji26uW>
3. Paper content: 15-20 pages (Excluding cover table of contents, references, and appendices).
4. Paper format: A4
5. Maximum file size: 10MB
6. Font: Times New Roman (12)
7. Margins standard (left: 4cm; top, right, bottom: 3 cm)
8. Spacing: 1.5, Justified
9. References: APA style
10. Written in English
11. Proposal format:

EXECUTIVE SUMMARY

CHAPTER 1: INTRODUCTION

- Background
- Problem Statement
- Business Objectives

CHAPTER 2: BUSINESS OVERVIEW

CHAPTER 3: MARKET ANALYSIS

- Competitor Analysis
- Target Market
- Market Opportunity



CHAPTER 4: BUSINESS STRATEGY

- Marketing Plan
- Operational Plan
- Timeline
- Financial Projections

CHAPTER 5: CONCLUSION

APPENDICES

NOTE: Additional subchapters can be added as needed.

12. Participants are allowed to use watermarks or backgrounds as creatively as possible in the proposal (if needed).
13. The proposal must be submitted as a softcopy in PDF format before **January 5th, 2025 at 23.59 WITA (GMT +8)**.

J. Final Terms

1. Participants who take part in the final round are the **top 5 teams** resulting from the preliminary stage selection.
2. All finalists are required to attend the technical meeting, which will be held by the committee on **January 11th, 2025**.
3. Participants who pass the top 5 have to prepare presentation material in the form of PowerPoint (PPT).
4. The PowerPoint (PPT) should be submitted no later than **January 17th, 2025, at 23:59 WITA (GMT +8)**. The PowerPoints will be collected in soft copy form to a link that will be provided by the committee with the format: "**BPC FINAL_Team Number_Team Name_Proposal Title**"
5. The finalists are required to include the logo of Universitas Pendidikan Ganesha, the logo of UKM HIKM, and the logo of International Week on the PowerPoint. The placement of the logo of Universitas Pendidikan Ganesha is on the left side, the logo of UKM HIKM is in the middle, and the logo of international week is on the right side (the logos must be placed in the top left position). Complete logos can be downloaded from the link below.

<https://drive.google.com/drive/folders/1gXCWxFOknrhPXUfr4MwtiHYciNji26uW>



6. Example of logos placement:



7. The final presentation will be held online through a zoom meeting on January 18, 2025.

8. When carrying out a presentation, participants must dress neatly and politely, and also wear their respective university alma mater jackets.

K. Scoring Criteria

1. Scoring is carried out objectively according to the specified requirements.
2. Scoring results are absolute and inviolable.
3. 1st, 2nd, and 3rd winner based on judging result.
4. Judging criteria:

a. BMC Judging Criteria (Preliminary phase)

No	Criteria	Assessment	Percentage (%)
1	Business Idea	• Innovation • Problem-Solution Fit • Market Potential • Scalability	35
2	Relevance to the Theme	Explicitly connect your idea to the competition theme.	10
3	BMC Content	Ensure each section of the BMC is detailed, logical, and aligns with your business idea. • Clarity • Depth-Understanding • Coherence	45
4	Accuracy of Language Usage	Ensure to use professional and precise language	10



Total	100
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b. Proposal Judging Criteria (Preliminary phase)

No	Criteria	Assessment	Percentage (%)
1	Innovation of business idea	Unique value proposition, differentiation, and problem-solving.	40
2	Existing market potential	Data-backed market analysis, demand, scalability, and growth.	30
3	Social impact	Sustainability, measurable outcomes, and alignment with societal needs.	15
4	Structure and language of the proposal	Logical flow, visual appeal, and error-free content.	15
Total			100

c. Presentation Judging Criteria (Final phase)

No	Criteria	Percentage (%)
1	Presentation's Material and Timing • Manner and attitude when doing presentation • Content and systematic presentation • Equipment and media used • Punctuality • Presentation fluency and cooperation among group members	30

2	Concept a. Creativity ● Idea ● Uniqueness ● Innovative ● Valuable ● Impact b. Implementation ● Product design ● Product prototype ● Product promotion testimony	50
3	Discussion ● Level of ideas comprehension ● Team member's contribution	20
Total		100

L. Prizes and Awards

- 1st Place: Money and Certificate of Achievement
- 2nd Place: Money and Certificate of Achievement
- 3rd Place: Money and Certificate of Achievement

M. Closing

This guidebook is designed to provide guidelines for participants and other interested parties in the 2025 Inter-Week Business Plan Competition

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