

# **SOLBRIDGE TECH INNOVATION CHALLENGE 2020**

**/ CREATIVE INITIATIVES FOR  
THE WELL-BEING OF SOCIETY /**





# DEAR CHALLENGERS,

Students are the heart of SolBridge International School of Business. Our 21st Century world demands problem-solving, innovation, adaptability and resilience with technology at its core. At SolBridge, you will find the skills, knowledge and exposure you need for success. Our philosophy to 'ACT for Real Impact' (ACT: Action Learning, Creativity & Thought Leadership) is the foundation to impart sustainable transformation in future leaders. Classes and professors at SolBridge are certified to the highest international standard by the AACSB (Association to Advance Collegiate Schools of Business), the top global organization that measures the quality of business education programs.

It is with this framework and approach we bring to you an opportunity through 'SolBridge Tech Innovation Challenge 2020' (STIC 2020) to nurture your abilities so that it translates into 'Creative Initiatives for the Well-being of Society'. We appreciate your contribution and look forward to your success.

**HAMID BOUCHIKHI, PH.D.**

Dean, SolBridge International School of Business





SOLBRIDGE



# SUMMARY

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# BACK GROUND

People in South Korea are dealing with a myriad of environmental issues including air pollution, particulate matter, yellow dust in the recent times. According to an article published by The Guardian in March 2019,<sup>1</sup> "air pollution has become a key political issue after the concentration of fine dust particles surged to record levels in many parts of the

country [...], according to South Korean media. The World Health Organization has warned that air pollution poses a major public health risk due to its links with a host of respiratory and cardiovascular illnesses". Furthermore, due to COVID 19 the awareness for health and safety has increased dramatically. Big tech companies such as Samsung and LG launched new products, such as Styler, air purifiers and a few others to serve this new emerging demand, however there appears to be untapped opportunities.



<sup>1</sup> [theguardian.com/environment/2019/mar/13/social-disaster-south-korea-brings-in-emergency-laws-to-tackle-dust-pollution](https://theguardian.com/environment/2019/mar/13/social-disaster-south-korea-brings-in-emergency-laws-to-tackle-dust-pollution)



# PROJECT THEME

/ DESIGN THINKING PROJECT TO DEVELOP NEW  
PRODUCT OR SERVICE IN RESPONSE TO  
ENVIRONMENTAL OR HYGIENE ISSUES /

Participants should develop a tech-based product, service or process to solve environmental or hygiene Issues Including pollution, particulate matter, yellow dust, and so on in South Korea. Below are few probable directions:



**Physical Products,  
Devices & Gadgets**



**Services**



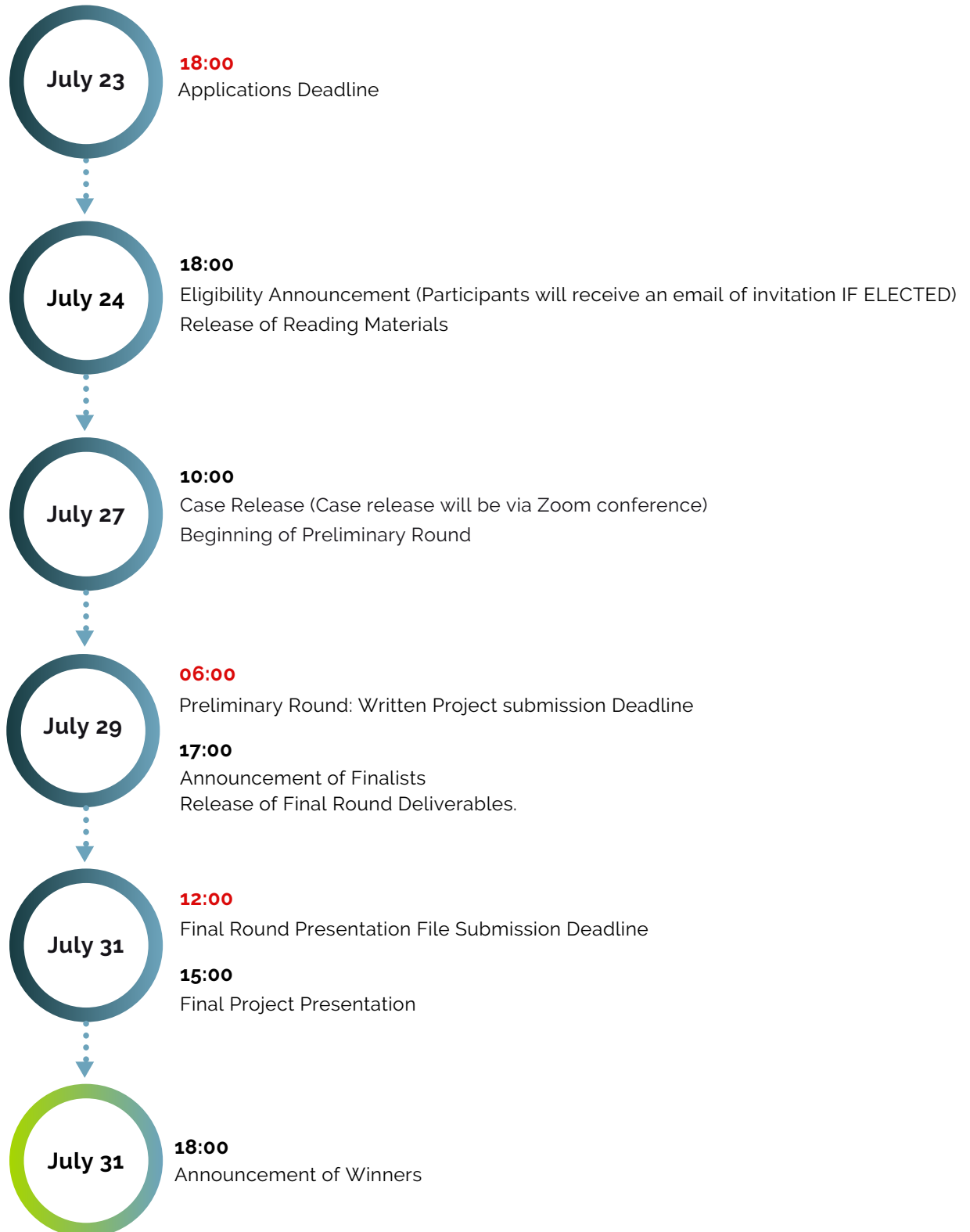
**Applications &  
Softwares**



**Engineering  
Processes**



# TIMELINE





# PARTICIPATION CRITERIA

In order to be eligible for the SolBridge Tech Innovation Challenge, the applicant must be:

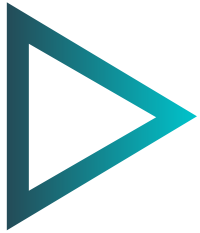
- I.** Enrolled on 3rd or 4th year of a bachelor's program (within the 2nd half of their undergraduate course).  
Submission of grades transcript as a proof of enrollment is required.
- II.** Fluency in English, both spoken and written.  
The competition will be conducted 100% in English language.
- III.** Team size must be a minimum of 2 and maximum of 4 people.





# GOALS

/ NURTURE POTENTIAL FUTURE LEADERS WITH  
ACTION LEARNING AND THOUGHT LEADERSHIP /



/ CREATE NETWORKING OPPORTUNITIES /

/ ESTABLISH A PLATFORM TO UNLEASH  
CREATIVITY AND INNOVATIVE THINKING /

# AWARDS

The Winners of this competition will receive certificates, gifts and SolBridge scholarship opportunities.

All participants will receive certificate of participation.

**I.** First Place: Each participant receives an Electronic device + 100% Scholarship for any Graduate Program at SolBridge International School of Business.

**II.** Second Place: Each participant receives an Electronic device + 70% Scholarship for any Graduate Program at SolBridge International School of Business.

**III.** Third Place: Each participant receives an Electronic device + 50% Scholarship for any Graduate Program at SolBridge International School of Business.



# PROJECT SPECS

## APPLICATION FORM

In order to participate in the SolBridge Tech Innovation Challenge 2020, interested candidates should submit their information through [this form](#).

## PROJECT SUBMISSION FORMAT

For the preliminary and final rounds, the teams are required to send the following items with Title of the project and Team Name to [gradschool@solbridge.ac.kr](mailto:gradschool@solbridge.ac.kr).

### For preliminary round

Maximum five (5) A4-page project elaboration, with font "Time News Roman" size 11-12pt, line spacing between 1.15 – 1.5, and margins "Normal" (top, bottom, left and right 1"). No presentation at this round, only written project submission.

### For final round

An offline presentation Windows 10 system-compatible file, such as PowerPoint, PDF and Prezi (wide screen 16:9 format). The time for presentation will be up to 15 minutes, on Zoom platform.

## SUBMISSION DEADLINE

Preliminary round

06:00 a.m., Wednesday, July 29th, 2020

Final round

12:00 p.m., Friday, July 31st, 2020



# GENERAL GUIDELINES

## **TITLE PAGE**

Title, Team #, and Names.

## **LIST OF CONTENTS**

Describe clearly each section, e.g.: Introduction, background, problem statement, alternative evaluation, solution, implementation, conclusion.

## **INTRODUCTION**

General statement introducing the topic and possible approaches.

## **SITUATION ANALYSIS**

Basic description of the company and situation;  
SWOT analysis (or other appropriate analysis model/framework) and overall summary.

## **PROBLEM STATEMENT**

Short and specific;  
Issues that needs to be addressed.

## **ALTERNATIVE EVALUATION**

A few examples, e.g.: How can the company solve that problem or take advantage of that opportunity?  
What are the best 3-5 options available to the company?  
What pros and cons exist for each option or alternative?  
What actions might provide viable solutions to the problem or decision?



# GENERAL GUIDELINES

## SOLUTION

This section should receive much attention and creativity in your presentation. Use the evaluation of alternatives as your basis for deciding on a solution to the problem. You could create a grid comparing the 3-5 best alternatives.

You should be able to support or defend your choice of a solution based on data, from renowned and trustworthy sources. Some of the criteria for evaluating the alternatives should be:

- Be able to support your position and your thinking process when choosing a solution.

- Analyze how you arrived at your solution.

- Describe the solution and your ideas in detail.

- Examine each solution for the issues.

- Evaluate and estimate how effective the solution might be.

## IMPLEMENTATION

To implement the chosen solution, list the sequence of actions.

- What priorities and contingency plans are necessary?

- What specific actions should be taken and why?

- What are the expected costs and returns associated with your solution?



# GENERAL GUIDELINES

## **JUDGES**

The panel of judges will be composed of SolBridge faculty and professionals with industry background relevant to the competition's case. Names will be released along the preliminary round period.

## **PRESENTATION PLATFORM**

There will be no presentation for preliminary round, only submission of written document.

Final round presentations will be held on Zoom platform with judges and audience. Details and access will be shared later on.



# COMPETITION SUMMARY

## PRELIMINARY ROUND

- ▶ Teams: 20 (estimate);
- ▶ Judges: 2;
- ▶ Deliverables: A five (5) pages written project. Details described on page 9;
- ▶ Case question: To be announced on July 27th;
- ▷ 5 teams will advance to finals.

## FINAL ROUND

- ▶ Teams: 5;
- ▶ Judges: 2;
- ▶ Deliverables: A presentation file. Details described on page 9;
- ▶ Case question: To be announced on July 29th;
- ▷ 3 winners.





# EVALUATION TABLE

/ POINTS /	
▶ Demonstrates strong understandings of business concepts, principles, and theories.	30
▶ Properly analyzed the problem.	10
▶ Articulated a well-developed strategy and tactics, clearly linked the problem analysis, strategy and tactics.	30
▶ Presentation is concise, intelligible, relevant, and non-repetitious.	10
▶ The presentation was well adapted to the audience, interesting and creative.	10
▶ Presentation completed within time limit.	10





# INSTAGRAM CONTEST

There will be additional awards for the Winner of the most liked team video on Instagram.

**Instagram Campaign** will start from July 25th to 30th.

- ▶ Post a video of your team (not more than 90 seconds) on Instagram using '#STIC2020' and '#TeamX' (x = The name of your team);
- ▶ Tag SolBridge Instagram (@solbridge.official) in your posts;
- ▶ Post until Noon Thursday, July 30th, 2020
- ▶ Teams will be evaluated based on the No: of likes and creativity;
- ▶ The Winners of the Instagram Contest (Video Competition) will receive certificates and gifts (Electronic device).







# | #STIC2020

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