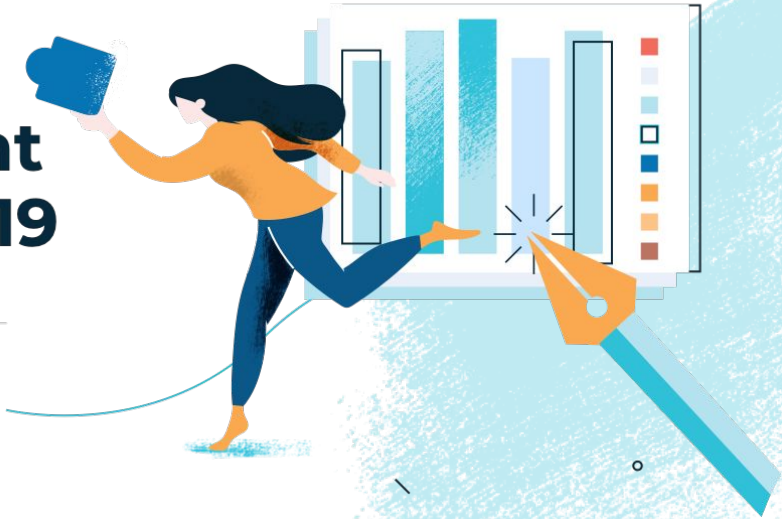
Melco Student Challenge 2019



STUDENT TOOLKIT

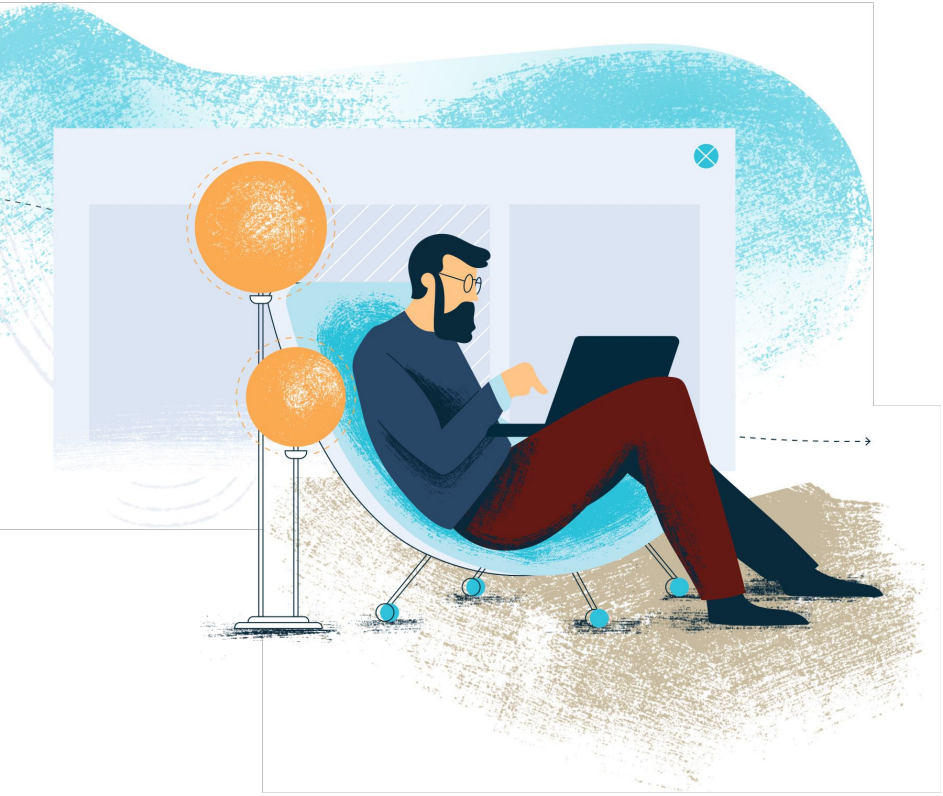
YOUR MISSION

Present guest-centric and operational efficiency solutions based on one of the following criteria

Sustainable &
Environmental Innovation

Awareness &
Influence

Social Impact &
Guest Experience



HOW TO PARTICIPATE

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Follow these easy four steps

1st

Register on the platform

2nd

Participate

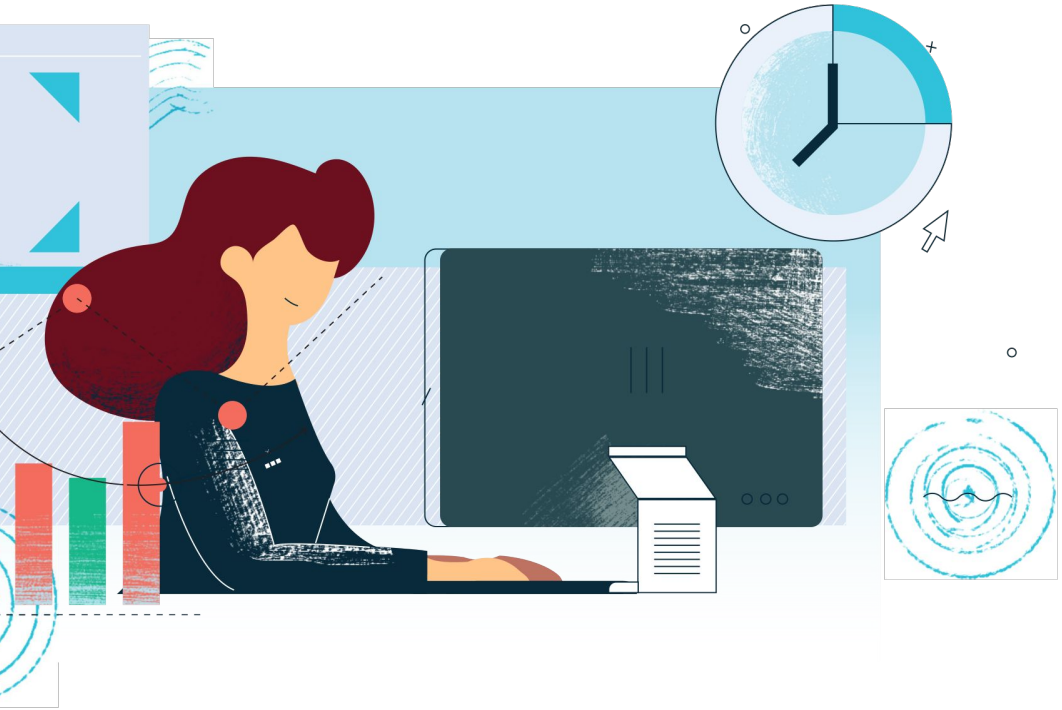
Click the participate button above or on the platform

3rd

Form or join a team of 2 to 5 members

4th

Submit your 10-slide proposal (must be in English or Chinese)



PRESENTATION GUIDELINES

WHAT TO INCLUDE ON YOUR PROPOSAL

1- Problem Statement

What is (are) the pain-point(s) that your solution is tackling?
What is the opportunity that your solution creates to improve the current state?

Why is it important?

Why does Melco need to take action?

What are the implications for ignoring it?

How big is the problem?

Are you able to quantify the problem or opportunity?

Are there any trends or data to justify your point?

WHAT TO INCLUDE ON YOUR PROPOSAL

2- Value Proposition/Business Impact

How your proposal will improve Melco's business operations?
What are you the positive outcomes of your solution?

Financial

- ✔ Increase in revenue
- ✔ Decrease cost
- ✔ Maximize asset utilization

Strategic

- ✔ First mover advantages
- ✔ Anticipate potential threats
- ✔ Increase publicity and marketing opportunities

Operational

- ✔ Increase efficiency
- ✔ Reduce waste
- ✔ Optimize resources utilization

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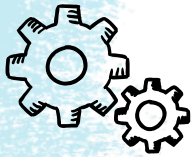
WHAT TO INCLUDE ON YOUR PROPOSAL

3- Differentiation

How is your idea different from the current solutions in the market?
What makes it innovative?

WHAT TO INCLUDE ON YOUR PROPOSAL



4- Operational Feasibility

How realist and scalable is your proposal?
Would it be technically and economically feasible to implement it?

WHAT TO INCLUDE ON YOUR PROPOSAL

5- Core Technology/Architecture

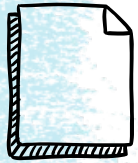
What is the key technology used for your solution?
Feel free to use wireframe, mock-up or demo videos.

WHAT TO INCLUDE ON YOUR PROPOSAL

6- Team Profile

Tell us about yourself
What is your name?
Where are you from?
What are the experiences/skills you have that are relevant to this proposal?

WHAT TO INCLUDE ON YOUR PROPOSAL



7- CV

Team members have the option to submit their CV for internship and full-time opportunities in HK

PRESENTATION TIPS

Visual Theme

Keep a consistent visual theme throughout your presentation.
Avoid using built-in PowerPoint design templates

Limit Text

Include only the necessary information.
Avoid text-heavy slides

Slide Layout

Add “white” or “negative” space.
The less clutter, the more powerful your visual message will be

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PRESENTATION TIPS

Alignment

Make sure objects are aligned to make your presentation look polished and professional

Font

Use a clean and professional font throughout your entire presentation, and use no more than two complementary fonts to avoid distraction

Charts/Graphs

Make sure the information is simple and clear to understand

JUDGING CRITERIA

JUDGING CRITERIA

Value-Added/Relevance

40%

Technical Knowledge

30%

Originality

15%

Feasibility

15%

PARTICIPATE NOW

Participate

SUBMISSION DEADLINE

Friday, 20th December 2019 at 23:59 (GMT +8)

If you have any questions, start a conversation on the platform with the admins directly.

GOOD LUCK!