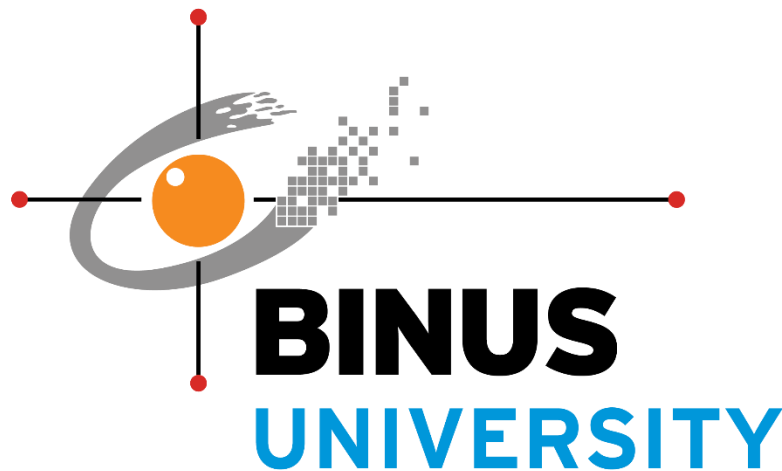


PANDUAN
ENTREPRENEURSHIP EMBEDDED
BUSINESS PROJECT 2
(BP02)

SEMESTER GANJIL 2018/2019

BUSINESS PLAN COMPETITION
(BPC)



1. PENDAHULUAN

Sebagai bentuk implementasi dari ilmu entrepreneurship yang sudah dipelajari melalui tahap Entrepreneurship I (ENTR6003), Business Project I, dan Entrepreneurship II (ENTR6004), maka pada Business Project II ini mahasiswa akan membuktikan kemampuan mahasiswa dengan mengikuti Business Competition. Kompetisi ini sendiri akan diikuti oleh seluruh mahasiswa yang mengambil mata kuliah Business Project II

2. PERSIAPAN

Tahap persiapan dimulai dari kelas masing-masing, adapun tahapannya adalah sebagai berikut:

- a. Pada Minggu ke-2 perkuliahan, dosen kelas kecil membagi kelompok yang terdiri dari 5 (lima) – 7 (tujuh) mahasiswa per kelompok
- b. Setiap kelompok dipimpin oleh 1 (satu) orang ketua kelompok
- c. Setiap kelompok wajib mengikuti 1 (satu) Business Competition yang diadakan tingkat Nasional seperti contohnya:
 1. Wirausaha Muda Mandiri (www.wirausahamudamandiri.co.id)
 2. PKM-K (Program Kreativitas Mahasiswa-Kewirausahaan) (simbelmawa.ristekdikti.go.id)
 3. Lain-lain
- d. Informasikan kompetisi bisnis yang dapat diikuti ada di point 3, akan tetapi jika mahasiswa menemukan kompetisi bisnis lain maka dipersilahkan untuk mengikuti sesuai ketentuan
- e. Setiap mahasiswa harus mendaftarkan keikutsertaan dalam acara BUSINESS PLAN COMPETITION (BPC) melalui laporbec.apps.binus.ac.id.
 1. Mengakses laporbec.apps.binus.ac.id menu **Login >> Daftar (isi data pribadi) >> Submit Query**
 2. Setelah mahasiswa mendaftarkan dirinya, maka mahasiswa yang ditunjuk menjadi ketua kelompok harus mendaftarkan kelompoknya dengan cara mengakses laporbec.apps.binus.ac.id menu **Home >> Bifest atau SLME >> Daftar Kelompok >> BP02 >> Isi data kelompok >> Submit >> Pilih Tanggal Pelaksanaan >> Submit Query**. Ketua kelompok akan mendapatkan kode dan password kelompok
 3. Ketua kelompok wajib menginformasikan kode dan password kelompok ke setiap anggota kelompok
 4. Anggota kelompok kembali harus mengakses laporbec.apps.binus.ac.id menu **Home >> Bifest atau SLME >> Daftar Kelompok >> BP02 >> Masukkan kode dan Password Kelompok**
- f. Pendaftaran di laporbec.apps.binus.ac.id paling lambat **Sabtu 6 Oktober 2018** pukul 24.00 WIB
- g. Nilai BUSINESS PLAN COMPETITION (BPC) akan menjadi tambahan Nilai Tugas Mandiri (TM)
- h. Mahasiswa yang tidak mendaftarkan diri dianggap tidak mengikuti kegiatan BUSINESS PLAN COMPETITION (BPC) dan Nilai Tugas Mandiri (TM) dianggap 0 (nol)

3. BUSINESS COMPETITION

Untuk membantu mahasiswa dalam mengikuti Business Competition, berikut adalah pilihan kompetisi yang dapat diikuti oleh mahasiswa:

a. U. PITCH COMPETITION 2018

U.Pitch brings together the best students from a cross-section of universities in this ultimate national elevator pitch competition.

In just 90 seconds, you could pitch your way to victory! Plus, you could get the [opportunity](#) to showcase your idea or startup in front of hundreds of



entrepreneurs, investors, business leaders and other students from the entrepreneurial community.
Participants will compete for part of a \$10,000 prize pool for their innovative business or idea.

Prize: \$10,000

Deadline: October 20, 2018

Location: Chicago, IL, USA

More Information/link:

<https://www.alphagamma.eu/opportunities/best-business-plan-competitions-2018/>

b. DIAMOND CHALLENGE 2019

An innovative [entrepreneurship](#) competition for high school students offering \$100,000 in awards.

The Diamond Challenge provides a unique [opportunity](#) for teens to learn about [entrepreneurship](#) while putting their ideas into action.

While many [entrepreneurship](#) programs focus on principles of small business management, the Diamond Challenge focuses on unleashing creativity, encouraging a mindset of abundance and self-determination, and promoting purposeful entrepreneurial action.

Prize: \$100,000 in cash & prizes

Deadline: November 27, 2018.

More Information/link:

<https://www.alphagamma.eu/opportunities/best-business-plan-competitions-2018/>

c. EUROPEAN STUDENT STARups ESS19

ESS is Europe's first seed investment competition solely for students and recent graduates.

They are looking for ambitious students and investors to take part.

If you are a student with a great idea, this is a great [opportunity](#) for you to get financial support for your venture as well as high quality feedback and access to the network of potential partners.

Prize: Access to funding & mentoring

Deadline: December 1, 2018

More Information/link:

<https://www.alphagamma.eu/opportunities/best-business-plan-competitions-2018/>

d. THE HULT PRIZE STUDENT COMPETITION 2019

Compete in the planet's largest student competition to solve the world's toughest challenges and win \$1,000,000 in cash.

The Hult Prize Foundation is a start-up accelerator for budding young [social entrepreneurs](#) emerging from the world's universities.

Named as one of the Top-5 ideas changing the world by President Bill Clinton and TIME Magazine, the annual competition for the Hult Prize aims to create and



launch the most compelling [social business ideas](#)—start-up enterprises that tackle grave issues faced by billions of people.

Winners receive USD 1 Million in seed capital as well as mentorship and support from the international business community.

Prize: \$1,000,000 in cash

Deadline: December 23, 2018

More Information/link:

<https://www.alphagamma.eu/opportunities/best-business-plan-competitions-2018/>

e. MIT \$100K COMPETITION 2019

One competition – three independent contests – from October through May.

For 29 years, the MIT \$100K Entrepreneurship Competition has been bringing together students and researchers from across MIT and Greater Boston to launch their talent, ideas, and technology into leading companies.

The competition is run as a series of distinct, increasingly intensive contests: Pitch, Accelerate, and Launch.

Each contest focuses on developing specific founding skills, and for each semi-finalist contender the MIT \$100K brings together a network of resources, including mentorship from venture capitalists, serial entrepreneurs, corporate executives, and attorneys; media exposure; prototyping funds; business plan feedback; and discounted services.

Additionally, more than \$300K in non-dilutive awards help these new ventures accelerate.

Prize: \$100,000 in cash & prizes

Deadline: December 31, 2018

More Information/link:

<https://www.alphagamma.eu/opportunities/best-business-plan-competitions-2018/>

f. JACOBS STARTUP COMPETITION 2018

Then Jacobs Startup Competition is the ideal springboard for you to light your spark into something more!

Contest your idea, benefit from the expertise of successful entrepreneurs through our one-to-one mentorship process, and win thousands of euros to kick-start your venture!

Here at Jacobs Startup Competition, we guide you from your first business idea towards your very own company—**from vision to venture**. From the first application round you will be provided with valuable advice by experienced founders and entrepreneurship professionals and get a chance to participate in webinars that introduce you to the most important aspects of founding your own business.



The best ten teams will be paired with a personal mentor to guide them through the last application round and prepare them for their pitch during the final event on the Jacobs University campus.

Our 2-day finale takes place on the 9th and 10th of March 2018, where you can take part in entrepreneurial workshops, find inspiration from the finalist pitches, and grow your network with like-minded people.

More Information/link:

<http://www.jacobs-startup.com/>

4. KRITERIA PENILAIAN

- a. Mengirimkan bukti submit proposal Business Competition yang diikuti Mahasiswa yang sudah submit proposal Business Competition, wajib mengirimkan bukti submit ke email: binusbec@gmail.com
Subject: BP2/Nama Kelompok/Kode Dosen/Nama Dosen/Kode Kelas
- b. Business Competition Skala Internasional
Mahasiswa yang mengikuti kompetisi skala internasional akan mendapatkan nilai maksimal 100
- c. Business Competition Skala nasional
Mahasiswa yang mengikuti kompetisi skala nasional akan mendapatkan nilai maksimal 90
- d. Business Competition Skala Lokal/JABODETABEK
Mahasiswa yang mengikuti kompetisi skala lokal akan mendapatkan nilai maksimal 80
- e. Bagi mahasiswa yang telah mengikuti Business Competition, tetapi tidak submit proposal atau tidak mengirimkan bukti submit, maka nilai Tugas Mandiri (TM) dianggap 0 (nol)



DAFTAR PERSONIL

Dalam memudahkan pertukaran informasi dan pemecahan masalah yang dihadapi mahasiswa terkait pelaksanaan kegiatan ini, berikut adalah data personil:

- Binus Entrepreneurship Center (BEC) untuk mahasiswa di Kampus Kemanggisian
- Global Employability & Entrepreneurship Center (GEEC) untuk mahasiswa di kampus Alam Sutera
- Academic & Student Development (ASD) untuk mahasiswa di kampus Bekasi

Table 1 Daftar Personil Binus Entrepreneurship Center - Kampus Kemanggisian

No	Jabatan	Nama dan Alamat	Telp dan E-mail
01	Manager - Binus Entrepreneurship Center (BEC)	Agung Hari Sasongko Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5345830 Ext. 1246 Email: asasongko@binus.edu
02	Subject Content Coordinator (SCC) - Binus Entrepreneurship Center (BEC)	Gatot Hendro Prakoso Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5345830 Ext. 1246 Email: gprakoso@binus.edu
03	Subject Content Coordinator (SCC) - Binus Entrepreneurship Center (BEC)	Glory Aguzman Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5345830 Ext. 1246 Email: gguzman@binus.edu
04	Operation Section Head - Binus Entrepreneurship Center (BEC)	Ary Wijayati Kusumaningtyas Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5345830 Ext. 1245 Email: akusumaningtyas@binus.edu
05	Operation Officer - Binus Entrepreneurship Center (BEC)	Jumadi Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5345830 Ext. 1245 Email: jumadi@binus.edu
06	Project Controller Operation Staff - Binus Entrepreneurship Center (BEC)	Mochamad Rizal Dwi Suastanto Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5345830 Ext. 1246 Email: mochamad.suastanto@binus.edu
07	Program Development Staff - Binus Entrepreneurship Center (BEC)	Chandra Restu Pradipto Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5345830 Ext. 1246 Email: cpradipto@binus.edu
08	Administration Staff - Binus Entrepreneurship Center (BEC)	Cantika Chikal Andini Kampus Anggrek Lt. 2 R. 208 Jl. Kebon Jeruk Raya No 27 Jakarta Barat – 11530	5369 6919 Ext. 1246 Email: bec@binus.edu



**Table 2 Data Personil Global Employability & Entrepreneurship Center (GEEC)
Kampus Alam Sutera**

No	Jabatan	Nama dan Alamat	Telp dan E-mail
01	Manager - Global Employability & Entrepreneurship Center (GEEC)	Yeni Mukti Kampus Alam Sutera Lt. 3 R. Eks SLC Jl. Jalur Sutera Barat Kav. 21 Alam Sutera – Tangerang 15143	29779100 Ext. 7024 Email: ymukti@binus.edu
02	Officer - Global Employability & Entrepreneurship Center (GEEC)	David Barry Lumeno Kampus Alam Sutera Lt. 3 R. Eks SLC Jl. Jalur Sutera Barat Kav. 21 Alam Sutera – Tangerang 15143	29779100 Ext. 7307 Email: dlumeno@binus.edu
03	Officer - Global Employability & Entrepreneurship Center (GEEC)	Putu Eka Ayuningtyas Kampus Alam Sutera Lt. 3 R. Eks SLC Jl. Jalur Sutera Barat Kav. 21 Alam Sutera – Tangerang 15143	29779100 Ext. 7200 Email: payuningtyas@binus.edu

Table 3 Data Personil Academic & Student Development (ASD) - Kampus Bekasi

No	Jabatan	Nama dan Alamat	Telp dan E-mail
01	Manager - Academic & Student Developmen (ASD)	Sevenpri Candra Binus University @Bekasi Jl. Lingkar Bulevar Blok WA No. 1 Kelurahan Marga Mulya, Kecamatan Medan Satria, Kota Bekasi - 17142	29285598 Ext. 7885 Email: scandra@binus.edu
02	Employability & Entrepreneurship Officer - Academic & Student Developmen (ASD)	Muhamad Rifqi Binus University @Bekasi Jl. Lingkar Bulevar Blok WA No. 1 Kelurahan Marga Mulya, Kecamatan Medan Satria, Kota Bekasi - 17142	29285598 Ext. 7119 Email: mrifqi@binus.edu
03	Academic Support Staff - Academic & Student Developmen (ASD)	Lina Marselya Binus University @Bekasi Jl. Lingkar Bulevar Blok WA No. 1 Kelurahan Marga Mulya, Kecamatan Medan Satria, Kota Bekasi - 17142	29285598 Ext. 7885 Email: lina.marselya@binus.edu

