

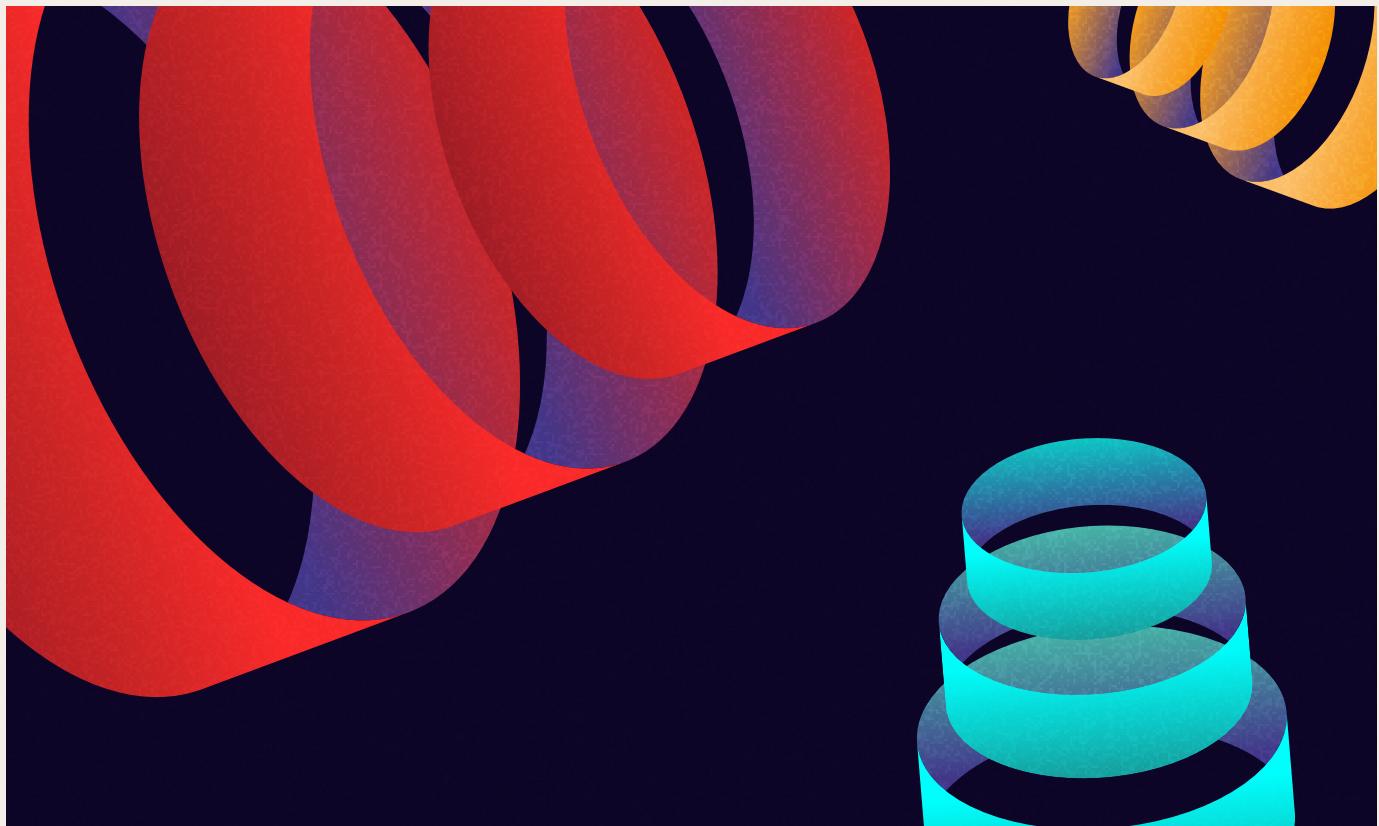


L E A G U E

GUIDEBOOK

BIST LEAGUE 6.0

“Achieving Competitive Business Advantage Through
Implementation of Technology”



Association of Information System and Technology Students
Sekolah Teknik Elektro dan Informatika
Institut Teknologi Bandung
2023

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COMPETITION BIST LEAGUE 6.0

Business IT Case Competition is one of the BIST League 6.0 main events which is a competition to hone the problem solving skills of participants in dealing with a business problem related to information technology. This competition is intended for undergraduate/D3 students throughout Indonesia. This year, the Competition BIST League 6.0 carries the theme "Achieving Competitive Business Advantage Through Implementation of Technology" as an effort to take advantage of opportunities for developing information technology in the digital era in order to catalyze the company's business growth to participants. The series of Competition events will be carried out consisting of a registration phase, preliminary round, and final round, with details of the preliminary round being carried out online and the final round being carried out offline. The final round, which will be participated in by eight teams and will be held on December 2 to December 3, 2023.



BACKGROUND

The rapid development of technology adaptation in businesses in Indonesia has been remarkable in recent years. Indonesia, as a country with a large population and rapid economic growth, has undergone rapid changes in adopting new technologies to enhance efficiency, productivity, and business competitiveness.

Business competitiveness refers to a company's ability to effectively compete in the market by offering unique value, meeting customer needs, and achieving advantages over its competitors. This involves a company's ability to differentiate itself from its competitors, deliver high-quality products or services, operational efficiency, innovation, and responsiveness to market changes.

Creating a competitive business enables a company to achieve competitive advantage. Competitive advantage encompasses aspects such as competitive pricing, product differentiation, operational efficiency, access to scarce resources, and innovative capabilities. By having a competitive advantage, a company can position itself in the market in a way that distinguishes it from its competitors and creates added value for customers.

Based on data from CBInsight, company failure resulting from losing in competition with other companies ranks third in the list of company failure factors. The main factor of losing competitiveness is the lack of value that becomes the competitiveness for the company.

CBInsights, "The Top 12 Reasons Startups Fail"
<https://www.cbinsights.com/research/report/startup-failure-reasons-top/>



Technology opens opportunities for businesses to create competitive advantage through innovative products and unique services, as well as improved operational efficiency. Businesses that can adopt technology effectively and integrate it into their strategies will be able to achieve sustainable growth and remain relevant in an increasingly competitive market. It is important for companies to continually keep up with technological advancements, invest in research and development, and adopt appropriate technological solutions to strengthen their competitive advantage and achieve long-term success.

The competitive advantage held by a company can be a crucial factor in creating sustainable profitability. Competitive advantage provides the company with differentiating advantages over its competitors and enables them to create desired added value for customers.

In order to generate sustainable profits, companies need to maintain and develop their competitive advantage through continuous innovation, investment in research and development, and a deep understanding of customer needs and desires. By maintaining a strong competitive advantage, companies can sustain their position in the market, generate high profits, and achieve long-term success.

PRIZE



TOTAL PRIZE

UP TO

Rp20.000.000,-

GENERAL RULES

1. Participants are those who have registered themselves on the official website of BIST League 6.0 (<https://bistleague.vercel.app/>).
2. Every team can only consist of minimum 2 (two) persons and maximum 3 (three) persons who are currently enrolled students from the same or different university/institution from the same or different majors.
3. Every participant must be an active undergraduate (S1) or diploma (D3/D4) student that is proven by uploading Proof of Eligibility/Enrollment to the team registration page on the website.
4. Every participant may not reveal their university background in any form.
5. BIST League 6.0's committee are not eligible to be participants.
6. Every participant can only be registered in 1 (one) team.
7. Every team must have one leader that could be reached both directly and indirectly by BIST League 6.0's committee.
8. All submitted solutions must be original and have not been published before.
9. All submitted solutions must not offend ethnicity, religion, race, and inter-group relations.
10. Participants/team must fulfill every registration procedure which has been determined (including paying the registration fee).
11. Participants/team that does not fulfill the registration requirements until the specified deadline will be declared as a resigning team.
12. BIST League 6.0's committee has the right to revoke the winner's award if they are found cheating legally or violating the terms and conditions given.
13. The decision of the judges and the BIST League 6.0's committee cannot be contested.



REGISTRATION PROCEDURES

1. The registration phase takes place from September 25 until October 29, 2023.
2. Every team should register themselves on BIST League 6.0's official website using one account per team (team leader's account) and complete the registration requirements.
3. Payment for registration fee should be transferred to one of the bank accounts below.

Bank Account

Account Number : 1420018978022

Bank : Mandiri

Owner : Rania Sasi Kirana

The registration/final fee is described below.

- Early bird registration fee (August 25 - October 1, 2023) : Rp 100.000,-
 - Normal registration fee (October 2 - 29, 2023) : Rp 150.000,-
 - Late registration fee (October 30 - November 5, 2023) : Rp 175.000,-
4. Every participant should complete the registration requirements by following the instruction on the profile section of BIST League 6.0's official website before the registration phase ends by sending/uploading the following documents:
 - a. Scanned photo/document of student identification card (and/or similar documents of each team member, if unavailable, resident identity card (KTP)/ driver's license (SIM)/passport is allowed). Make sure the photo is not cropped or blurry.
 - b. Proof of Eligibility/Enrollment of each team member, which could be one of the following options:
 - i. Scanned letter from participant's major/faculty that states participant's active status as a student up until at least November 2023.

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- ii. Screenshot of academic track record/study plan on participant's institution that shows participant's active status as a student.
 - iii. Screenshot of academic track record/study plan on participant's institution that shows participant's name, year of admission, and current semester.
 - c. A 3 x 4 photo of each team member that was taken in the last six months.
 - d. Payment proof of registration fee.
 - e. Twibbon post links of every member of the team
 - i. Twibbon and caption can be accessed at bit.ly/BistLeague6Twibbon
 - ii. Registration will be considered valid after all team members have submitted the links to their posts (note : IG Account must not be private).
5. Teams who have completed all of the registration requirements and uploaded payment proof will be verified by the committee within 36 (thirty six) hours. If the team is not verified within the given time, please contact the committee through the available contact person.
 6. After verification, the team will receive a confirmation email from the committee stating that the registration process has been successfully completed.
 7. Teams who have been verified are officially acknowledged as competition's participants.
 8. After verification, the submitted data or team members' data and information cannot be changed.



TIMELINE



COMPETITION FORMAT

Preliminary Round

Competition Rules

1. Preliminary Round starts as soon as the preliminary case is released on October 22, 2023 through BIST League 6.0's official website.
2. The Preliminary Case can only be accessed when the team is officially registered as a participant in the BIST League 6.0 competition.
3. Submission Terms
 - a. Submission for the Preliminary Round is an Executive Summary document of the preliminary case given by the committee
 - b. The document consists of
 - i. 1 (one) cover page that includes the document title and the name of the team.
 - ii. Maximum six (6) pages/slides of content explaining only the Executive Summary section of the preliminary case given by the committee.
 - iii. The Executive Summary at least includes
 - Brief description or company overview
 - Problem Identification and Analysis
 - Recommended solution
 - An explanation regarding the implementation of solution
 - c. Specification of the paper is as follows:
 - i. Font: Times New Roman, 12 pt
 - ii. Layout: A4, Justified, 1.5 spacing, 2,5 cm margin on all sides
 - iii. Citation: APA style
 - iv. Paper must include the team's name and the paper's title on the header.
 - v. Page number at bottom right of the page (starts at 1, does not show on the first page)
 - d. The entire document must be written in English.
 - e. Document is submitted in the form of a PDF.

- f. Paper is submitted with the following filename: Preliminary_Team Name.pdf
 - g. Maximum size of the paper is 10 MB.
 - h. Paper should be uploaded on BIST League 6.0's official website before the submission deadline.
 - i. Teams that are late in submitting preliminary submissions will result in point reduction.
4. Semifinalist announcement will be announced through BIST League 5.0's official social media accounts and will be emailed to the participants on September 4, 2022.

Scoring Criteria for the Preliminary Round

No	Criteria	Scoring Weight
1	Framework / approach in problem analysis	25%
2	Main problem identification	20%
3	Proposed solution (clarity, feasibility, and implementation plan)	35%
4	Structure	10%
5	Supporting data quality	10%
	Total	100%



Final Round

The Final Round will be held on December 2-3, 2023. The number of teams that have qualified for the Final Round is 8 teams. The scenario for the implementation of the final round of BIST League 6.0 will be fully offline.

General Description of the Final Round

1. On December 2, 2023 at 18.00 WIB, the Final Case will be released by the committee through the BIST League 6.0 website and can only be accessed by 8 teams that qualify for the Final.
2. Each team is required to make a solution in the form of a presentation for 12 hours from the time the case is released.
3. Teams that submit their final round presentation solution late will be disqualified.
4. The final solution presentation will be held on the 2nd day of BIST Day December 3, 2023.

BIST League 6.0 Final Round Activity Mechanism

Day 1 (2 December 2023)			
No	Activity	Time (WIB)	
		Start	End
1	Open Gate	08.00	09.00
2	Welcoming Participants	09.00	10.00
3	Business Case Bootcamp 1	10.00	12.00
4	Break Time	12.00	13.30
5	Business Case Bootcamp 2	13.30	15.30
6	Short Break	15.30	16.00
7	Technical Meeting	16.00	17.00
8	Final Case Release	18.00	-

Day 2 (3 December 2023)			
No	Activity	Time (WIB)	
		Start	End
1	Welcome Remark	09.00	10.00
2	Final Presentation	10.00	12.00
3	Break Time	12.00	13.30
4	Final Presentation	13.30	15.30
5	Long Break	15.30	18.30
6	Dinner	18.30	19.30
7	Awarding Night	19.30	20.30
8	Photo Session	20.30	-

Final Round Preparation

1. 8 teams that qualify for the final round have to confirm 3 days before BIST Day through the Liaison Officer in the form of confirmation in the Final Round
2. The committee will create a Whatsapp group for all finalists as a communication medium as well as a group for each team with their respective liaison officers.
3. 1 week before BIST Day, the committee will send a guidebook to all finalists regarding the technical explanations.

Scoring Criteria for the Final Presentation

No	Criteria	Scoring Weight
1	Framework / approach in problem analysis	10%
2	Main problem identification	10%
3	Innovation on the proposed solution	20%
4	Feasibility of the solution	15%
5	Supporting data quality	10%
6	Readability and legibility of the presentation	10%
7	Ability in presentation	10%
8	Ability in answering questions	15%
	Total	100%



AWARDING SESSION

Awarding Session is an event to appreciate the finalists who have participated in BIST League 6.0's Business-IT Case Competition. The event will be opened by an MC and followed by a speech from the Project Officer of BIST League 6.0. The winners of the Business-IT Case Competition will be announced along with the name and the logo of the team and the photo of the team during their presentation session. After certificates of appreciation are distributed, the event will be wrapped up by a photo session.

OTHER

- This guidebook can be revised sometime in the future. Every change will be informed to the participants through BIST League 6.0's official website and email.
- If there is any uncertain information, please contact the available contact person.



CONTACT PERSON

E-mail BIST League 6.0

event@bistleague.com

Head of Competition Division

Name: Amjad Adhie Prasetyo

E-mail: prasetyoamjad@gmail.com

Phone/WhatsApp: 081290908333

Head of Main Event

Name: Akmal Jauhar

E-mail: akmaljauharsidqi@gmail.com

Phone/WhatsApp: 082116748100



A graphic design featuring a dark blue background. In the center, there is a 2x2 grid of white squares. The top-left square contains the letter 'B', the top-right 'I', the bottom-left 'S', and the bottom-right 'T'. To the left of the grid, the word 'LEAGUE' is written in white, sans-serif capital letters. Above the grid, a large, abstract, three-dimensional ring is visible, composed of several nested cylindrical segments in shades of teal, cyan, and purple. Another similar ring is partially visible at the bottom right. The overall aesthetic is modern and minimalist.

B I
S T

L E A G U E