



GUIDEBOOK INTERNATIONAL **BUSINESS PLAN COMPETITION**

Industrial Business Project 2025



HIMPUNAN MAHASISWA TEKNIK INDUSTRI
FAKULTAS TEKNIK
UNIVERSITAS BRAWIJAYA

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Competition Background

As we enter a new decade, the business world faces increasingly **complex challenges**, ranging from technological disruption and the climate crisis to national and global economic uncertainty. To survive and thrive towards 2030, businesses must not only be adaptive but also have a strong foundation of **innovation** and **tangible sustainability values**.

This situation has prompted the need for a new approach to building business resilience . One approach that is gaining attention is the **integration of vocational innovation** , based on practical skills and real industry needs, with circular technology , a technological approach that considers the **product life cycle** and its impact on the **environment**. This combination of the two opens up opportunities to create **business models** and **industrial solutions** that are not only competitive but also socially and ecologically responsible.

With this background, the Industrial Business Project 2025 carries the main theme "Shaping the Future Enterprise: Strategic Innovation Towards Business Resilience in 2030" and the sub-theme "Recalibrating Future Industries: Resilient Value Creation through Vocational Innovation and Circular Technology." This activity consists of two main series, namely the **Business Plan Competition (BPC)** and the **Business Case Competition (BCC)**, and is supported by a digital learning platform called IBP Academy, which is an important foundation in forming resilient innovators of the future.

Through BPC, participants are invited to design **future business solutions** that can address industry challenges with an innovative and sustainable approach. BPC serves as a platform for developing new business ideas based on the integration of cultural values, technology, and sustainability. Meanwhile, BCC provides participants with hands-on experience in **solving real-world industrial problems** through real-life case studies provided by partner companies or institutions. With an approach based on strategic analysis, vocational innovation, and circular technology, participants are challenged to develop relevant and impactful implementable solutions.

To support participant preparation for both competitions, the **IBP Academy** was developed as an **innovative digital platform** accessible even before the main event begins. The IBP Academy provides self-development materials, skills training, and industry insights as comprehensive preparation for both BPC and BCC participants. The IBP Academy is not just a complement to the IBP ecosystem but a key element in developing resilient innovators ready to face future industry challenges.

Competition Description

A. Competition Theme

"Recalibrating Future Industries: Resilient Value Creation through Vocational Innovation and Circular Technology"

The Business Plan Competition (BPC) is one of the main activities in the Industrial Business Project 2025 series organized by the Industrial Business Project 2025. This activity aims to foster an entrepreneurial spirit among students through the development of innovative, adaptive, and applicable business ideas. Through the theme "Recalibrating Future Industries: Resilient Value Creation through Vocational Innovation and Circular Technology" , participants are encouraged to develop business plans that are relevant to the needs of future industries and are oriented towards sustainability.

BPC 2025 provides participants with the opportunity to integrate vocational skills and a circular technology approach to design business solutions that concretely address industry challenges. Beyond a competitive platform, this event is also designed as a learning and collaboration platform, where participants can broaden their horizons through guidance from mentors and practitioners competent in their fields. Through this activity, it is hoped that a generation of young entrepreneurs will be formed who are not only capable of innovation but also have an awareness of long-term business sustainability and resilience.

B. Competition Objectives

1.

Facilitating cross-disciplinary collaboration and building a network of young innovators through an interactive platform that brings together participants from various scientific backgrounds and regions to learn from each other, exchange ideas, and create a shared impact.

2.

Forming the character of resilient innovators among students and college students, namely training strategic and resilient thinking in designing business solutions that are ready to face global disruption and uncertainty.

3.

Cultivating the spirit of the younger generation to develop innovative, creative, and solution-oriented business ideas, by utilizing vocational and technological skills, in order to create sustainable, adaptive, and relevant business models to future industrial challenges.

Competition Description

C. Competition Description

The IBP 2025 Business Plan Competition (BPC) is an international entrepreneurship competition aimed at students from various levels and backgrounds throughout Indonesia. This activity provides a space for the younger generation to develop innovative and applicable business ideas, emphasizing the use of vocational skills and sustainable technology as answers to future industrial challenges.

Carrying the theme "Recalibrating Future Industries: Resilient Value Creation through Vocational Innovation and Circular Technology," the IBP 2025 BPC encourages participants to design business solutions that are not only industry-relevant but also have a long-term impact on sustainability. Through this competition, it is hoped that young innovators will emerge who are able to think strategically, are resilient, and are ready to shape the future of a more responsible business world.

D. Sub-Theme of Competition

1. Empowering Local Value Chains: Inclusive Innovation for Circular and Adaptive Business Futures

The international industry is still dominated by a "take, make, dispose" economic model that generates waste on a massive scale and is ecologically unsustainable. According to the Ellen MacArthur Foundation (2023), more than 90% of global raw materials become waste after a single use. Indonesia alone produces more than 18 million tons of plastic waste annually, with a formal recycling rate of only around 11% (KLHK, 2023). Meanwhile, various community and MSME initiatives have emerged that process production waste into value-added products, but they still face constraints in access to technology, funding, and markets. Participants were challenged to design business plans that empower local value chains through inclusive and scalable business models based on a circular economy by integrating vocational innovation, digital transformation, and cross-sector partnerships to create crisis-adaptive, socially impactful, and environmentally sustainable business solutions.

Competition Description

D. Sub-Theme of Competition

2. Bridging the Skills Gap: Future-Ready Talent and Vocational Transformation for All Industries

Despite the growing industry demand for an adaptable, digitally literate, and sustainability-oriented workforce, global education systems remain unable to produce graduates who meet the dynamics and demands of today's workforce. This skills mismatch is reflected in the persistently high rate of educated unemployment, while many sectors, such as manufacturing, renewable energy, and information technology, are experiencing a shortage of competent workers. The World Economic Forum (2023) states that more than 50% of the global workforce will need to reskill in the next five years to remain relevant, while the Indonesian Ministry of Manpower (2023) notes a significant gap between educational curricula and industry needs. To address these challenges, a comprehensive transformation of the vocational education system is needed through strengthening collaboration between government, industry, and educational institutions (the triple helix), developing a curriculum based on digital and entrepreneurial competencies, and providing inclusive access to reskilling and upskilling training. However, the question is: what is an effective and measurable strategy to bridge this skills gap and ensure that vocational talent in Indonesia is truly prepared to face the challenges of a green and digital economy? (OECD, 2023; McKinsey & Company, 2022).

3. Business in Crisis: Designing Resilient and Circular Models for Systemic Shocks

Global crises such as the COVID-19 pandemic, geopolitical tensions, and new tariff policies from major economies have exacerbated global supply chain instability. Simultaneously, exchange rate fluctuations, the energy crisis, and technological and AI disruptions are accelerating drastic changes in market structures. In this context, conventional business models have proven vulnerable to systemic shocks. An OECD report (2022) indicates that more than 60% of MSMEs in developing countries lack adequate business resilience strategies. Participants were challenged to design linear business solutions and emphasized the importance of building resilient, circular economy-based business models that can absorb shocks, minimize external dependencies, and prioritize efficiency and sustainability.

Terms & Conditions

A. Participants

1. Participants are undergraduate or diploma students, as proven by attaching a Student ID Card or other evidence that proves that the participant is an active student.
2. Competition participants form a team consisting of 3 members from the same or different university, with 1 person as the leader who is responsible for completing the online registration form at <https://academy.ibpub.org>
3. Each participant member is not permitted representing 2 or more teams.
4. Each registered team is not permitted to change team members or withdraw after the registration period ends.
5. If there are obstacles that cause one of the team members to be unable to take part in the competition series, the team is obliged to notify the committee.
6. Every team is required to attend technical meeting according to the predetermined schedule with at least 1 team representative present.
7. Each participant in the team is required to upload a twibbon and include screenshot evidence in the registration form as proof.
8. Each participant in the team is required to follow the Instagram account @ibp_ieub and include a screenshot in the registration form as proof.
9. Each participant must comply with the applicable rules and regulations.
10. Anything not included in this guidebook can be included later and communicated to all participants.

Terms & Conditions

B. Competition

1. Each participant **must** comply with the procedures and conditions set by the committee.
2. The business plan proposal submitted can be in the form of goods or services.
3. The proposed business idea can be a product that has been developed or is still in the design stage.
4. The proposed works **must not** be the same as those that have won 1st, 2nd, or 3rd place in other competitions.
5. Participants **are required** to choose one of the attached sub-themes.
6. Participants **are only allowed** to submit one work.
7. The proposal and work submitted must be **original**, **do not** contain any elements of plagiarism, and **have never** won any competitions.
8. Works **may not** contain elements of pornography, SARA, or anything that is demeaning or harassing.
9. Participants are **responsible** for all consequences of copyright infringement.
10. The committee **has the right to disqualify** participants and revoke the championship title from winners if **they are proven to have cheated**.
11. Proposals that have been submitted will be assessed by a jury.
12. The decision of the jury and committee is **final** and **can be accounted for**.
13. The Preliminary Round is conducted **online**, with participants **required** to submit a Business Model Canvas (BMC) through the IBP Academy LMS provided.
14. Participants who **qualify from the Preliminary Round** must re-register and submit a mini-proposal based on the BMC they created. The **Semifinal Round** will be held **online**.
15. The **Final Round** is held **offline**. Participants who qualify for the final round are **required** to be present in Malang.
16. The team that is **entitled** to proceed to the final round is the team that is declared **to have passed** the proposal semifinal round.
17. Participants who advance to the final round **are required** to create a final project based on the submitted business plan.
18. The announcement of the finalists will be announced via Instagram @ibp_ieub and the finalists will be put into a group for further coordination.
19. Anything not included in this guidebook can be included later and communicated to all participants.

Competition Timeline

8 - 21 Aug

Registration

24 Aug

Technical meeting
preliminary round

15 - 31 Aug

Preliminary round
(BMC Submission)

9 Sep

Semifinalists
Announcement

1 - 10 Oct

Poster
Submission

30 Sep

Finalist
Announcement

10-23 Sep

Semifinal Round
(Proposal Submission)

9 - 16 Sep

Re-registration

3 Oct

Technical meeting
final round

TBA

Mentoring session

25 - 26 Oct

IBP International
Final Round

Registration Mechanism

1. Registration for the 2025 IBP BPC Competition is open from August 8, 2025 to August 21, 2025. Meanwhile, the BMC submission period is open from August 15, 2025 to August 31, 2025. Registration can be done at the link:
<https://academy.ibpub.org>
2. Registration is carried out by 1 person, namely **the team leader**.
3. Registration is done by uploading the following files separately for each team member:
 - Scan Student ID Card (KTM), given the name (KTM_Team Name_Participant Name)
 - Scan formal photo, named: (Photo_Team Name_Member Name)
4. Each participant in the team **is required** to upload a twibbon and include screenshot evidence in the registration form as proof.
5. Each participant in the team **is required** to follow the Instagram account @ibp_ieub and include *a screenshot* in the registration form as proof.
6. All columns in the file **must** be filled with appropriate and valid team and personal data.
7. After *submitting* the registration form, the team leader will receive a confirmation email within 24 hours of completing the form.
8. If the registration is incomplete or invalid, participants will receive feedback to correct and resubmit the form as soon as possible and if they do not receive a confirmation email within 24 hours, immediately contact the contact person listed at the end of *the guidebook*.
9. The announcement of the semifinalists who passed the BMC selection stage will be announced on September 9, 2025 via the Instagram account @ibp_ieub and the team leader's email.

Preliminary Round Competition Mechanism

At this stage, participants are required to submit BMC with the following provisions:



- BMC must be in english
- BMC can be submitted by the team leader.
- The submitted BMC material must be in accordance with the chosen sub theme. If the proposed BMC does not match the theme, the committee has the right to reject the proposal.
- The BMC that has been created is sent in .pdf format with the file name: BPC2025_Team Name_Sub Theme_BMC Title
(Example : BPC2025_Smart Team_Sub Theme_1_Coffee Business)

Assessment System

1. The jury consists of 1 lecturers from Industrial Engineering, Faculty of Engineering, Brawijaya University and 2 guest judge.
2. The assessment is carried out objectively according to predetermined conditions.
3. The jury's assessment results are absolute and cannot be contested.

BMC (Preliminary Round) Asessment

No	Assessment criteria	Weight(%)
1.	Delivery and Clarity of Information on BMC	10
2.	Compliance with sub-themes	18
3.	Creativity	20
4.	Formatting	10
5.	The information conveyed is brief and concise	10
6.	BMC	32
Total		100



IBP

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25

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