



GUIDEBOOK INTERNATIONAL **BUSINESS CASE COMPETITION**

Industrial Business Project 2025

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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)**. It 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. IBP Academy offers self-development materials, skills training, and industry insights, providing 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"

This theme was chosen as a response to the various major disruptions currently coloring the global industrial and business landscape. The acceleration of digitalization, the rapid development of artificial intelligence technology, the increasingly pressing climate crisis, and shifts in consumer behavior and global market dynamics all present complex challenges while simultaneously opening up opportunities for major transformation for the business world. In this era marked by uncertainty and turbulence, innovation is no longer an option but a strategic imperative. Furthermore, innovation must be directed toward building resilient, adaptive, and sustainable business entities, enabling them to survive and remain relevant in the face of ever-changing future challenges.

As part of this initiative, the IBP 2025 Business Case Competition (BCC) serves as a strategic platform designed to foster analytical thinking, the development of relevant business solutions, and cross-cultural and cross-disciplinary collaboration. The BCC will present real-life case studies sourced from industry partners, covering strategic issues such as digital transformation, sustainability, the green economy, and the integration of disruptive technologies into business processes. Students from various regions and even countries will be tested on their ability to analyze complex problems and design applicable, innovative, and impactful business strategies. Through this competition, participants not only learn to think critically and systematically, but also develop sensitivity to global challenges and readiness to face a dynamic and competitive business ecosystem. Thus, the IBP 2025 BCC is not only a competition but also a transformative learning platform in shaping future business leaders who are resilient and visionary.

B. Competition Objectives

1.

Encourage the development of students' strategic and analytical thinking in responding to real challenges in the industrial world which is experiencing digital disruption, technology, and global social change.

2.

To be a platform for students to develop innovative, adaptive, and applicable business solutions that are relevant to future needs and oriented towards long-term business sustainability.

Competition Description

B. Competition Objectives

3.

Fostering collaboration between participants and industry partners through actual case studies that reflect strategic issues such as digitalization, sustainability, industrial transformation, and the integration of disruptive technologies.

4.

Developing interdisciplinary and intercultural thinking skills, as well as teamwork, professional communication, and complex problem-solving skills in the context of international competition.

5.

Improving students' readiness to face the dynamic and competitive global business ecosystem, as well as shaping the character of young leaders who are visionary, innovative, and resilient.

C. Contest Description

Business Case Competition (BCC) is an international business analysis and problem-solving competition focused on **real-world challenges** faced by companies in the industrial world. The competition tests participants' ability to **analyze** case studies and **formulate** applicable strategic solutions.

During its implementation, IBP will **collaborate** with companies or institutions, providing actual case studies covering strategic issues such as industrial transformation, digitalization, or sustainability. The competition is open to students from various countries, with the hope that this activity **will provide a platform** for developing strategic analysis, teamwork, and creativity in formulating relevant, innovative, and sustainable business solutions.

Competition Description

D. Time and Place of Implementation

Preliminary Round

1. Day : Friday - Sunday
2. Date : August 15, 2025 - August 31, 2025
3. Place : Online

Semifinal Round

1. Day : Wednesday-Tuesday
2. Date : September 10, 2025 - September 23, 2025
3. Place : Online

Final Round

1. Day : Saturday
2. Date : October 25, 2025
3. Venue : Brawijaya University Auditorium

Competition Description

E. Stages

1. Registration (Free)

- At the registration stage, participants will provide the required information to complete the registration process.

2. Preliminary Round

- Case release, company's case release (fictional/real company) for BCC implementation
- Preliminary round technical meeting, participants attended the preliminary round technical meeting to get further explanation and confirmation regarding the rules in IBP 2025.
- In the preliminary round, participants collect their BCC work (deck) on the platform provided
- Preliminary round assessment, BCC participant's work (decks) that have been collected will be assessed by the jury team according to the assessment rubric.
- Announcement of semifinalists, participants who meet the minimum semifinal score limit will proceed to the semifinal round with a different company's case.

F. Sub-Theme of The Competition

The BCC IBP 2025 carries the subtheme "Recalibrating Future Industries: Resilient Value Creation through Vocational Innovation and Circular Technology." This subtheme arises from the reality of global industrial transformation, which is currently moving towards a more adaptive and resilient direction, triggered by the development of digital technology, the climate crisis, and changing workforce needs. This condition demands that the industrial world recalibrate in creating value that is relevant to the challenges of the times. Through this theme, IBP 2025 invites participants to develop solutions based on vocational innovation, namely improving practical and adaptive skills that are in line with future industrial needs, as well as circular technology, as a strategic approach to addressing resource efficiency challenges and creating long-term sustainability.

Term and Conditions

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. Participants form a team consisting of **3 members** from the same or different universities, 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 to represent 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. Teams **are 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 a screenshot as 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. The competition consists of three stages:
 - a. Preliminary Round
Participants register for free and create and submit decks according to the format specified in the case release.
 - b. Semifinal Round
Participants re-register by paying **a predetermined fee**. They then create and submit decks according to the format specified in the case release.
 - c. Final Round
Each participant who makes it to the final round **is required** to attend all company sessions held online and revise their deck based on feedback or additional information provided during those sessions in preparation for the final presentation held offline.
10. Each team is only allowed to collect the deck **once** (re-collection is not allowed).

Term and Conditions

11. Each participant is required to comply with the applicable rules and regulations, any form of cheating, plagiarism, or dishonest behavior will result in immediate disqualification from the competition.
12. All decisions of the jury and committee are final and cannot be contested in any way.
13. Failure to comply with requirements or submitting a race deck after the deadline may result in point deductions or, in some cases, disqualification.
14. Anything not included in this guidebook will be determined later and further information will be provided by the committee to all participants.

Competition Timeline



Preliminary Round Registration Mechanism

1. Registration for the 2025 IBP BCC Competition is open from August 8, 2025 - August 21, 2025. Registration can be done at the link <https://academy.ibpub.org>
2. Registration is only done by one 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 send an **Executive Summary deck** according to **the case which will be published on August 15, 2025.** with the following conditions:

- Each team is required to submit a pitch deck in the form of slides which are submitted by the team leader only.
- The main content slide deck has a maximum of 3 slides (excluding the Cover, Team Introduction, Table of Contents, Appendix, and Reference).
- All slide content must be in English.
- The main content of the slide is **the Executive Summary** which includes the following three components.

1. Problem Identification

Briefly explain the core problem facing the company in the case study. The explanation should describe the current conditions that led to the problem, along with an analysis of relevant causal factors.

2. Proposed Solution

Present the team's primary solution to address the existing problem. Proposed solutions must be innovative, relevant to the company's context, and realistic for implementation.

3. Implementation

Briefly describe and explain how the solution will be implemented. The explanation includes the initial steps to be taken, the estimated implementation time, and the parties involved in the process.

- **Slide Deck Format**

References: APA style

Font: Poppins (size follows deck structure)

File format: PDF and .pptx (2 files)

File Name: IBP 2025_Preliminary BCC_Team Name_Chairman Name

Preliminary Round Competition Mechanism

- **Penalty**

1. Late submission: one point (-1) will be deducted for every minute and the delay will only be tolerated up to 15 minutes. Teams submitting more than 15 minutes after the deadline will be disqualified.
 2. Pages exceeding the requirements: two points (-2) deducted for each page.
- The submitted slide deck must be in accordance with the theme, namely "Recalibrating Future Industries: Resilient Value Creation through Vocational Innovation and Circular Technology." If it does not match the theme, the committee has the right to reject the slide deck.
 - The submission period for the preliminary round slide deck is August 15, 2025, at 12:00 WIB (UTC+7) to August 31, 2025, at 23:59 WIB (UTC+7).
 - The participants' slide decks will be assessed by a panel of judges and 65% of the total teams with the highest scores will be selected to advance to the semifinals.

Assessment System

1. The jury consists of **2 lecturers** from Brawijaya University and **1 guest judge** from a collaborating company.
2. The assessment is carried out objectively according to predetermined assessment rubric.
3. The jury's assessment results are **absolute** and **cannot** be contested.

Preliminary Round Assessment

No	Indicator	Weight(%)
1.	Problem Identification	35
2.	Proposed Solution	25
3.	Implementation	20
4.	Slide Design & Visual	10
5.	Originality of Work	10
Total		100



IBP

2025

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