# BASIC:

## BUSINESS AND SYSTEM INNOVATION CHALLENGE 2023

# PARTICIPANT'S GUIDEBOOK

Case Partner

Supported By

Organized By

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# BACKGROUND

BASIC: Business and System Innovation Challenge is an international scale case-solving competition organized by School of Information Systems, Binus University. This competition will facilitate students (undergraduate program) from various design and technology backgrounds to demonstrate their problem solving and design ability to propose solutions for digital technology issues.

BASIC: Business and System Innovation Challenge have two (2) competition track:

- UI/UX Competition
- IT-Business Case Competition.

This year's, the theme of this competition is **"Encouraging Digital Innovation in All Aspects."** And will be partnering with Bank BCA (Bank Central Asia) and SATU University to provide solutions to solve various business cases provided through an information technology approach and UI/UX Design.

# COMPETITION SCHEDULE

| Description | Date |
|---|---|
| Registration | 14th June - 24th July |
| Case Distribution for the Preliminary Round | 27th July |
| Case Solving Period | 27th July - 10th August |
| Scoring and Campaign Period | 11th - 19th August |
| Top 5 Finalists Announcement | 22nd August |
| Day 1 - Seminar, Technical Meeting, Case Distribution | 29th August |
| Day 2 - Case Solving Period | 30th August |
| Day 3 - Final Presentation and Winner Announcement | 31st August |

# TERMS AND CONDITIONS

- Participants of the competition are active undergraduate students. Participants should be able to show a valid student active letter from their academic institution.
- Each student only allowed to register for **one competition track only**
- Each team consists of 3 (three) undergraduate students. Each team member is allowed from any major as long as all team members are enrolled in the same institution.
- Each registered group cannot change the group name or group members for any reason.
- Participants are prohibited to make any forms of communication with the case provider partner in order to solve the case.
- All works submitted into this competition should never receive any award or been a winner in either national or international competition before.

# TERMS AND CONDITIONS

- All works submitted into this competition must be done in **English**.
- All works submitted into this competition is prohibited to contain any aspect that may refer to participants' university identity.
- All works submitted will become the property of the case partner.
- Late submission will not be accepted.
- Wrong or incorrect format will not be tolerated.
- No registration fee needed. To register in the competition, please proceed to this following link: **sis.binus.ac.id/basic**

# COMPETITION SYSTEM

- **Preliminary Round (Online)**
  - Participants will solve the case given in groups and submit their solution in a proposal.
  - There will be five (5) best selected groups that will qualify to the final round.
- **Final Round (Onsite)**
  - Participants will solve the cases given in groups within 24 hours at Binus Square, Kemanggisan, Jakarta Barat, Indonesia.
  - Participants will present their case solution to the judges during the final round.
  - Presentations will be held **ONSITE** at Binus University, Kemanggisan, Jakarta Barat, Indonesia.

# FINAL ROUND GUIDELINES

- The final round will be held **ONSITE** at Binus University, Kemanggisan, Jakarta Barat, Indonesia on August 29, 2023 to August 31, 2023.
- Top 5 teams must confirm by August 23, 2023 to secure their entries in the challenge.
- Each team will be responsible for their own Flight Ticket, the committee does not provide the Flight Ticket to or from Jakarta & accommodation to or from airport/station to Venue.
- The committee only provide a room from August 29, 2023 to August 31, 2023 for each team at Binus Square, Kemanggisan, Jakarta Barat.
- The final round will consist of **four (4) series** of agendas: **Workshop**, **Technical Meeting**, **24-hour case challenge,** and **Final Presentation**
- Participants must attend the entire series of events held by committee.
- Each team member must be present during the final round.
- Each team is not allowed to show the background of any educational institution in the final round.

# 24-Hour Case Challenge

- Each team will be given a case study which will be sent via email to the participants.
- Each team will be given a room in Binus Square for work on case study within 24 hours.
- Each team will provide a solutions in the form of **presentasion slide document** PDF format according to a predetermined schedule
- There is no maximum number of slides for the presentation slide document.
- Each team is required to bring a personal laptop.
- Every group is given **one (1) opportunity** to upload their presentation file to:
  a. UI/UX Competition:
     i. bit.ly/BASIC-UIUX-finalsubmission
  b. IT-Business Case Competition:
     i. bit.ly/BASIC-ITBusinessCase-finalsubmission
- Judges and the committees possess the right to cancel or disqualify participants that are proven cheating, fraud indicated in plagiarism or any copyright infringement.

# Final Presentation

- During the final presentation process, each group will present their work result to the judges.
- Presentation MUST be fully delivered in **English.**
- Participants must dress appropriately. Formal attire is mandatory for all participants.
- Participants must make sure they are in a comfortable and adequate environment.
- Each team will be given a total of 20 minutes to present, consist of 10 minutes of presentation and 10 minutes of question-and-answer session.
- Committees will give a notice in the final minute of the presentation.
- Each team is allowed to use PPT/PPTX format or any form of slides during the presentation.
- Three (3) winners will be selected from 5 nominated teams.
- The rules written above are final. However, in undesired circumstances that required rules changes, participants will be informed beforehand.

# FINAL ROUND RUNDOWN

## Day 1 – Seminar, Technical Meeting, Case Distribution

Date : Tuesday, August 29th, 2023
Venue : Binus University, Anggrek Campus

| Time | Duration | Event |
|---|---|---|
| 09.00 - 11.00 | 30’ | Seminar |
| 11.00 – 13.00 | 120’ | Lunch Break |
| 13.00 – 14.00 | 60’ | Technical Meeting |
| 14.00 – 14.30 | 15’ | Check In at Binus Square |
| 14.30 – 20.00 | 330’ | Free Time |
| 20.00 | | Case Distribution |

# FINAL ROUND RUNDOWN

## Day 2 – Case Solving

Date : Wednesday, August 30th, 2023
Venue : Binus Square

| Time | Duration | Event |
|---|---|---|
| 20.00 – 20.00 | 1 Day | Case Solving Period |

# FINAL ROUND RUNDOWN

## Day 3 – Final Presentation and Winner Announcement

Date : Thursday, August 31st, 2023
Venue : Binus University, Anggrek Campus

| Time | Duration | Event |
|---|---|---|
| 09.00 – 09.30 | 30’ | Opening Final Ceremony and welcome speech from Dean of School of Information Systems, Speech from Head of BASIC: Business and System Innovation Challenge 2023 Committee, and Speech from case partner representatives |
| 09.30 – 09.50 | 20’ | Presentation Time (First Team) |
| 09.50 – 10.10 | 20’ | Presentation Time (Second Team) |

# FINAL ROUND RUNDOWN

## Day 3 – Final Presentation and Winner Announcement

Date : Thursday, August 31st, 2023
Venue : Binus University, Anggrek Campus

| Time | Duration | Event |
|---|---|---|
| 10.10 - 10.30 | 20’ | Presentation Time (Third Team) |
| 10.30 - 10.50 | 20’ | Presentation Time (Forth Team) |
| 10.50 - 11.10 | 20’ | Presentation Time (Fifth Team) |
| 11.10 - 13.00 | 120’ | Lunch Break |
| 13.00 - 13.30 | 30’ | Scoring Time + Quiz |
| 13.30 – 14.30 | 60’ | Winner Announcement + Closing |

# SCORING TERMS

## UI/UX Design Competition

| Final Round Scoring Terms | |
|---|---|
| **Component** | **Weight** |
| Prototype (Hi-Fi) Demo | 30% |
| User Experience Design Process and Methodology | 30% |
| Question and Answer Session Conduct | 20% |
| Presentation Delivery | 20% |

# SCORING TERMS

## IT-Business Case Competition

| Final Round Scoring Terms | |
|---|---|
| **Component** | **Weight** |
| Innovation and Applicability of the Given Solution | 30% |
| Relevance and Feasibility in Implementation | 30% |
| Question and Answer Session Conduct | 20% |
| Presentation Delivery | 20% |

# WINNER PRIZE

## UI/UX Design Competition

| Winner | Prize |
|---|---|
| 1st Winner UI/UX Competition | IDR 7.000.000 |
| 2nd Winner UI/UX Competition | IDR 4.500.000 |
| 3rd Winner UI/UX Competition | IDR 3.000.000 |

# WINNER PRIZE

## IT-Business Case Competition

| Winner | Prize |
|---|---|
| 1st Winner IT-Business Case | IDR 7.000.000 |
| 2nd Winner IT-Business Case | IDR 4.500.000 |
| 3rd Winner IT-Business Case | IDR 3.000.000 |

# INFORMATION ABOUT BINUS SQUARE

## Bedroom

## Television & Free Snacks

given only 1 time / room

# INFORMATION ABOUT BINUS SQUARE

## Bathroom

## Other In-Room Facilities

- AC
- Internet Access
- Bath Amenities

# INFORMATION ABOUT BINUS SQUARE

## Lobby Area

## Study Area

## Other Facilities

- Swimming Pool
- 24 Hours Minimart
- Games Room
- Sport Area
- Shuttle Bus

# CONTACT INFORMATION

## Website

sis.binus.ac.id/basic

## Instagram

@basic.sisbinus

## Email

basic.sisbinus@binus.ac.id