

BASIC:

BUSINESS AND SYSTEM INNOVATION CHALLENGE 2023

PARTICIPANT'S GUIDEBOOK

Case Partner



Supported 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.

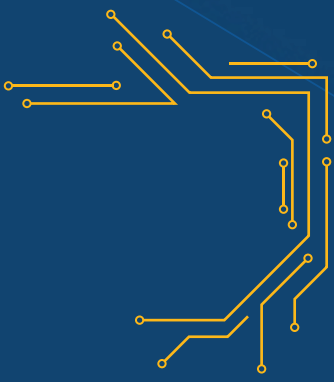
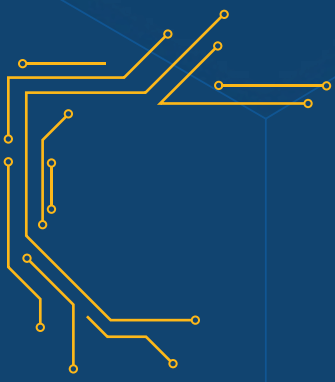
BASIC: Business and System Innovation Challenge have two (2) competition track:

- 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, Kemanggisian, Jakarta Barat, Indonesia.
- Participants will present their case solution to the judges during the final round.
- Presentations will be held **ONSITE** at Binus University, Kemanggisian, Jakarta Barat, Indonesia.

FINAL ROUND GUIDELINES

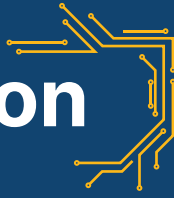
- The final round will be held **ONSITE** at Binus University, Kemanggisan, Jakarta Barat, Indonesia on August 29, 2023 to August 31, 2023.
- Top 5 teams must confirm by August 23, 2023 to secure their entries in the challenge.
- Each team will be responsible for their own Flight Ticket, the committee 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



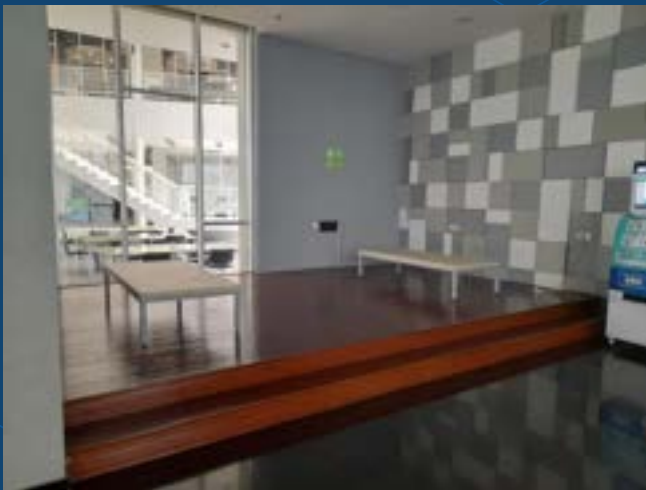
Internet Access



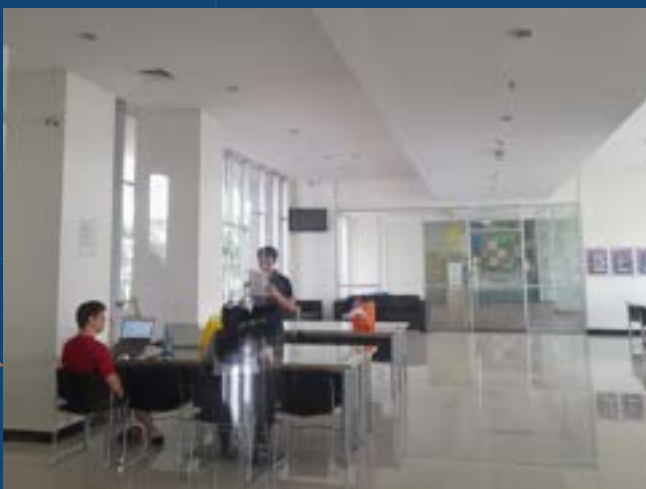
Bath Amenities

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](https://www.instagram.com/basic.sisbinus)



Email

basic.sisbinus@binus.ac.id