



BASIC

*BUSINESS AND SYSTEM INNOVATION
CHALLENGE 2024*

PARTICIPANT'S GUIDEBOOK



CASE PARTNER



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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 **"Building Sustainable Learning in AI-Enhanced Education."** And will be partnering with Sokrates Empowering School to provide solutions to solve various business cases provided through an information technology approach and UI/UX Design.





COMPETITION SCHEDULE

Description	Date
Registration	30 th May - 10 th July
Case distribution	13 th July
Case solving period	13 th - 27 th July
Scoring and campaign period	28 th July - 5 th August
Top 5 finalist announcement /track	12 th August
Day 1 - Seminar, Technical Meeting, Case Distribution	19 th August
Day 2 - Case Solving	20 th August
Day 3 - Final Presentation and Winner Announcement	21 st August



TERMS AND CONDITION

- 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 is only allowed to register for **one competition track only**.
- Each team consists of 3 (three) undergraduate students. Each team member is allowed to attend 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 to solve the case.



TERMS AND CONDITION

- All works submitted into this competition should never receive any award or have been a winner in either national or international competition before.
- All works submitted into this competition must be done in **English**.
- All works submitted into this competition are 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.



TERMS AND CONDITION

- If a participant has already won the previous BASIC Competition, they are not allowed to participate in this year's BASIC Competition. This restriction also applies if any member of a participating team has previously won the competition.
- No registration fee needed. To register in the competition, please proceed to this following link: <https://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.



PRELIMINARY ROUND GUIDELINES

- Each team will be given a case study which will be sent via email to the participant.
- Each team will upload the solutions provided in the form of proposals according to a predetermined schedule.
- For **UI/UX Competition**, the proposal must consist of 4 chapters: Introduction, Theoretical Framework, Deliverables, and Summary **(INCLUDING appendix if any)**.
- For **IT-Business Case Competition**, the proposal must consist of 5 chapters: Introduction, Theoretical Framework, Deliverables, Feasibility Study and Summary **(INCLUDING appendix if any)**.
- The maximum pages of the proposal are up to 10 pages according to the number of chapters mentioned above, NOT INCLUDING cover, table of contents, and bibliography.
- Participants are free to design their proposal to make it more interesting, as long as each rule above is accommodated.



PRELIMINARY ROUND GUIDELINES

- Proposal must be submitted in **PDF format**.
- Every group is given **one (1) opportunity** to upload their proposal to:
 - i. UI/UX Competition:
bit.ly/UIUXPrelimSubmission
 - ii. IT-Business Case Competition:
bit.ly/ITBCCPrelimSubmission
- Proposals are sent no later than **Saturday, July 27th, 2024, at 23.59 (Western Indonesian Time GMT +7)**.
- Through this round, the judges will select five (5) teams with the highest scores to compete in the final round. The Top 5 Finalist Announcement will be notified via email to each team and will be announced on BASIC's official Instagram account @basic.sisbinus.





PRELIMINARY ROUND GUIDELINES

- Participants are free to make cover design on condition that they include: “Business and System Innovation Challenge 2024”, team name, and full name of team member.
- **Proposal Format:**
 - i. Paper size :A4
 - ii. Font size and style of title :Times New Roman 16 pt
 - iii. Font size and style of content :Times New Roman 12 pt
 - iv. Line spacing :1.5
 - v. Alignment :Justify
 - vi. Margin :3 cm (top, bottom, left, and right)
 - vii. Maximum file size :100 Mb
 - viii. File name :BASIC2024_TEAMNAME





SCORING TERMS

UI/UX COMPETITION

Preliminary Round Scoring Terms	
Component	Weight
Idea Uniqueness & Innovation	30%
User Experience Design Process and Methodology	30%
Feasibility	20%
Prototype (Lo-Fi) Design	10%
Proposal Writing Flow & Completeness	10%





SCORING TERMS

IT-BUSINESS CASE COMPETITION

Preliminary Round Scoring Terms	
Component	Weight
Case Analysis	30%
Innovation and Applicability of the Given Solution	30%
Relevance and Feasibility in Implementation	30%
Proposal Writing Flow & Completeness	10%





SCORING TERMS

UI/UX COMPETITION

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

IT-BUSINESS CASE COMPETITION

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



CONTACT INFORMATION



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