A model to connect the youth, private & public sector

Marina Payen, Director, EUCK
15 partnering companies

<table>
<thead>
<tr>
<th>Partners</th>
<th>ABB</th>
<th>ASIANE</th>
<th>BOSCH</th>
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<tbody>
<tr>
<td>EADS</td>
<td>EF</td>
<td>Nokia Siemens Networks</td>
<td>PORSCHE</td>
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<tr>
<td>SIEMENS</td>
<td>SKYLAKE</td>
<td>Tetra Pak</td>
<td>TRUMPF</td>
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<td>vector</td>
<td>VEOLIA</td>
<td>한국경제</td>
<td>대학외널</td>
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Financial support

PR & media

Mentorship

Judging panel

Organising committee
58 universities

- On-campus promotion
- Logistical support
- Credit allocation
109 teams / 91 majors
“…The BPC not only encourages young people to “believe innovation”, it empowers them to be the change agents that we need”.

UNESCO, Director Kim Gwang-Jo

“…The BPC is a platform for boosting innovation, science and technology. A practical way to realize their full potential and foster entrepreneurial spirit”.

Ministry of Education, Science & Technology, Director General Youmi Suh
### 2012 Europe Korea BPC overview, a 4 month challenge

<table>
<thead>
<tr>
<th>Objectives</th>
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<tr>
<td>1) Stimulate entrepreneurship, creativity &amp; innovation</td>
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<td>2) Connect Korean top talent students with leading European companies</td>
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<td>3) Engage youth, private and public sector</td>
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<td>4) Prepare youth for real-world professional environment</td>
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<table>
<thead>
<tr>
<th>Marketing strategy</th>
<th></th>
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<tbody>
<tr>
<td>• Unique brand identification</td>
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<tr>
<td>• Integrated online/offline strategy, including SN engagement &amp; dedicated website: <a href="http://www.europekorea-bpc.co.kr">www.europekorea-bpc.co.kr</a></td>
<td></td>
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<tr>
<td>• Official media partners</td>
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<thead>
<tr>
<th>Tracks</th>
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<tbody>
<tr>
<td>Mobile</td>
<td>Web/IT</td>
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<tr>
<td>Web/IT</td>
<td>Energy &amp; Infrastructure</td>
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<tr>
<td>Energy &amp; Infrastructure</td>
<td>Transportation</td>
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<tr>
<td>Transportation</td>
<td>New products &amp; services</td>
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</tbody>
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<tr>
<th>Prizes</th>
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<tbody>
<tr>
<td>Grand Prize: 10,000,000 KRW</td>
<td>Most Market Viable: 1,500,000 KRW</td>
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<tr>
<td>Silver Prize: 4,000,000 KRW</td>
<td>Most Creative: 1,500,000 KRW</td>
</tr>
<tr>
<td>Bronze Prize: 2,000,000 KRW</td>
<td>Audience Favourite Pitch: 1,000,000 KRW</td>
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</table>
Multi-channel campaign to foster team formation across universities

**Online Marketing Strategy**
- EUCCK
- BPC
- Facebook
- Twitter
- Cafetalk
- YouTube

**Offline Promotion**
- Teambuilding Events
- Universities & Student panel
- Media partner

**Students’ Tasks**
- Form multidisciplinary team (1 engineer per team)
- Brainstorm innovative business idea
- Reach a consensus on roles & responsibilities

**Skills Developed**
- Social Skills: Interdisciplinary teams: majors & universities
- Creativity: Out-of-the-box application from theory to business models
- Flexibility: Adapt to new working style
Multi-channel campaign to foster team formation across universities
Multi-channel campaign to foster team formation across universities
Translating ideas to market viable business models

Key roles of BPC Organising Committee:
1) Run competition operations & provide guidelines for business plan development
2) Manage social media channels & respond to information requests
3) Filter, select & announce qualifying teams and finalists

Students’ Tasks

- Executive summary (3-page doc):
  ✓ Product/service synopsis
  ✓ High-level business model

- Business plan (20 page ppt):
  ✓ Market & competitor analysis
  ✓ Sales & marketing plan
  ✓ Financial highlights & management team

Skills Developed

- Teamwork: Apply individual strengths to group’s common goals
- Entrepreneurial spirit: Translate theory to real-world marketplace
- Analytical skills: Consolidate rigorous research & critical thinking
Concept refinement & compelling presentation to large-scale audience

**Mentors - top industry experts**

Provide teams with:

a) Real-world entrepreneurial advice
b) Functional skills training

**Judges - C level business leaders**

- Rank finalists and present at finale
- Reinforce competition credibility
- Inspire the youth

**Students’ Tasks**

- Visit companies and receive mentoring sessions by industry experts
- Prepare and rehearse Grand Finale
- Present to large-scale audience as entrepreneurs requesting funding

**Skills Developed**

- Confidence
- Presentation skills
- Self realisation

- Interaction with top executives in non-native language
- ‘Elevator pitch’ training
- Finale event public speaking
In conclusion, Europe Korea BPC has established a strong legacy:

- For students… skills development and career opportunities
- For companies… connect to top Korean talent
- For government … framework for changes in education policies
- For universities… credit allocation as practical course work
- For society… fostering innovation and entrepreneurship creation of real companies
Thank you

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