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# Business Innovation Challenge: Official Rule Book

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## 1. Introduction

The Business Innovation Challenge (BIC) is an exciting competition designed to challenge students to solve real-world business problems. The competition focuses on three key areas: finance, marketing, and management. Participants will be provided with case studies based on these domains and will be tasked with analyzing the problems and developing optimal, innovative solutions. The competition encourages creativity, strategic thinking, and a practical approach to addressing business challenges.

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## 2. Objectives of the Challenge

- Develop critical thinking and analytical skills.
  - Encourage innovation and creative problem-solving.
  - Provide students with a platform to showcase their knowledge and abilities.
  - Enhance practical business knowledge through hands-on experience.
  - Recognize and reward students with exceptional problem-solving abilities.
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## 3. Competition Format

- **Case Study Distribution**
  - Pre-defined case studies covering real-world business challenges will be provided to all registered teams. Each case study will be structured around finance, marketing, or management-related problems.
  - The case studies will include:
    - A brief background of the problem.
    - Key challenges that need to be addressed.
    - Expected outcomes and goals.
- **Team Participation**
  - Teams of 3-5 students will be allowed to participate.
  - Each team will choose one case study to focus on.
  - Teams are required to analyze the case, conduct relevant research, and submit their proposed solutions in a report and presentation format.
- **Submission of Solutions**
  - Teams must prepare:
    - A detailed report outlining their analysis, strategy, and solutions.
    - A presentation summarizing the key points of their report, to be presented to a panel of judges.
  - The solutions should focus on practical, actionable ideas that address the problem in a sustainable manner.
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- **Evaluation and Final Presentation**

- The submitted solutions will be evaluated based on several criteria, including originality, feasibility, depth of analysis, and overall practicality.
- The best solutions will be shortlisted, and the selected teams will be invited to present their ideas to a panel of judges.
- The winning teams will be announced based on the quality of their solutions and presentations.

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#### 4. Eligibility Criteria

- The competition is open to undergraduate and graduate students from all universities in Pakistan.
- Teams should consist of 3-5 members.
- Students from any academic background can participate, but those from business, finance, marketing, and management are particularly encouraged.

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#### 5. Submission Guidelines

- Each team is required to submit both a report and a presentation.
  - **Report:**
    - Maximum length: 10 pages (excluding appendices).
    - Format: Times New Roman, 12pt font, single line spacing.
    - Content should cover:
      - Problem identification and background.
      - Detailed analysis and research.
      - Proposed solutions and strategy.
      - Implementation plan.
      - Conclusion and recommendations.
  - **Presentation:**
    - Maximum of 15 slides.
    - The presentation should provide a summary of the report with a focus on the proposed solution and its implementation.
- All submissions must be in PDF format and submitted before the deadline.

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#### 6. Evaluation Criteria

- **Originality (20%):** How unique and innovative is the solution?
- **Feasibility (20%):** Can the solution be realistically implemented?
- **Depth of Analysis (20%):** How well did the team understand and analyze the problem?
- **Presentation Quality (10%):** Was the presentation clear, engaging, and effective?
- **Practicality (20%):** Does the solution address the problem effectively in a real-world scenario?
- **Sustainability (10%):** Is the solution viable in the long term?



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## 7. Awards and Prizes

1. **Awards:** Prizes will be awarded to the top-performing teams. Details on prizes will be announced separately.
2. **Recognition:** Winners will be featured on the event's website and may receive certificates or trophies.

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## 8. Rules and Regulations

- Teams must adhere to all submission guidelines.
- Plagiarism or copying of ideas will result in disqualification.
- Any form of misrepresentation will result in immediate disqualification.
- Teams are encouraged to work independently, though external resources may be used for research purposes.
- All decisions made by the judges will be final and cannot be contested.

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## 09. Judging Panel

- The judging panel will consist of experts from academia and industry, who specialize in finance, marketing, and management.
- Judges will evaluate each team's solution based on the set evaluation criteria and provide feedback to help students improve their skills.

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## 10. Team Registration

- Teams must register by filling out the provided registration form.
- Each team member's name, university, and contact details must be included in the registration.
- A confirmation email will be sent to all registered teams with further details on the competition and case study assignments.

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## 11. Contact Information

For any questions or additional information, please contact us at:

- **Email:** [contact@teknofestpakistan.com](mailto:contact@teknofestpakistan.com)
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