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Creatonomics Business Creativity Competition

GUIDELINE



CREATONOMICS BUSINESS CREATIVITY COMPETITION (CBCC)

2018

Creatonomics Business Creativity Competition (CBCC) is a business competition and education to push sustainable entrepreneurial spirit in strengthening creative economy in Indonesia with the grand theme “*Millenials Disruptive Creativity*”.

Timeline

- Online Registration and Video Submission (*free*): March 16th – April 16th 2018
- Qualification process: April 17th – 19th 2018
- Announcement for big 60: April 20th 2018
- Re-registration: April 22nd – 27th 2018
- *Welcoming dinner* & Technical Meeting: May 1st 2018
- Preliminary Round: May 2nd 2018
- Seminar & Final Round: May 3rd 2018

Selection Process

1. Online Registration and Video Submission
2. Qualification process
3. Big 60
4. Preliminary round from 60 to big 12
5. Final Round
6. Awarding





Agenda Description

1. Online Registration and Video Submission

1.1. Online Registration Regulation

- a. Online registration is **free**.
- b. Each team will comprise two of three members. No participant is to be a member of more than 1 team.
- c. Categories in this competition: Active Undergraduate students. (proven with student identity card in online registration)
- d. A team which consist of students from different major is allowed and **must** from the same university.
- e. the age of the participants must 18-25 years counted from January 1, 2018.
- f. The idea of the participants **must be original and never won at the national level of competition with more than 3 million prizes** proven by the statement of originality business ideas letter that will be attached to the participant who pass the big 60.
- g. Administrative data that needs to be submitted for online registration are:
 - Scanned Student Identity Card (KTM/Statement of active undergraduate student)
 - Scanned Identity Card (KTP)
 - 3x4 Photo (with maximum file capacity 300kb)
- h. Each team members must be the same according to the identity data that has been submitted in CBCC 2018 official website. If there are group members that are not in accordance with the identity that has been registered at screening, then **the team will be disqualified**. It is **prohibited to change the composition** of the team members.

1.2. Online Registration

All participant needs to fill in the form provided on www.creatonomics.id in Registration menu. By including:



- A link of the video that has been uploaded to Google drive / Dropbox
- Administrative attachments

1.3. Video Requirements

- a. Participant need to attach the video at online registration.
- b. Video must include: Business Ideas, Business Profile, SWOT (Strength, Weakness, Opportunity, and Threat) from the business ideas that will be competed.
- c. Maximum video duration is 2 minutes.
- d. If length of the video is more than 2 minutes the team will get reduction score.
- e. All participants are allowed to upload their video in Google drive or Dropbox by including the link in online registration form.

2. Qualification Process

After the online registration is closed the participants who have registered will be selected and determined the team that passes to the top 60.

3. Big 60 Announcement

Participants who pass to big 60 will receive an official e-mail from CBCC 2018, which contains:

- LoA (Letter of Acceptance)
- Booklet
- Statement of Originality
- Unique code

4. Re-registration

- a. Participants who pass the top 60 are required to submit the requirements below through the CBCC website and will get registration code, those requirements are:





- a presentation file containing details of business ideas in accordance with the provisions of point b
 - a statement of originality
 - pay the registration fee (Rp350.000), and attach the payment proof (payment procedure listed in booklet)
- b. 4 main things that should be listed in the participant's presentation file:
- The uniqueness and characteristics of the product or service
 - Analyzing the market and competition
 - Business Mechanism
 - Budget Plan

For the full description about this, it will be listed on the booklet

Other Terms

- Participants are obliged to bring their own equipment during the competition.
- If the committee found any participants cheating and breaking the rules and regulations before, during, and after the competition. The Participants teams **ARE AUTOMATICALLY NOT QUALIFIED.**
- The judge decisions are **FINAL** and **UNALTERABLE.**
- Anything else that not listed in above will be announced at Technical Meeting.

