

**GLOBAL LEADERSHIP LINK  
ENTREPRENEURSHIP  
CHALLENGE  
TERTIARY CATEGORY**

**25-26  
SEPTEMBER  
2019**

**PITCH TO  
BUSINESS  
LEADERS**

**APAC  
INTERNSHIP  
OPPORTUNITIES**



# OVERVIEW

Global Leadership Link - Entrepreneurship Challenge is a regional platform designed to encourage youths to incorporate their creativity to improvise existing solutions and applying it to real-world context. Through this exposure, classroom business theories will be brought to life as participants will be bringing their idea to market.

In this Entrepreneurship Challenge, participants will be empowered to work with patents from prestigious organisations, turning these patents into feasible business ideas that will bring about greater good for the society. After which, they will present their creative business plans to industry leaders at an award ceremony that recognises sustainable and successful companies.

Organised by CELSCA and Brands For Good, this competition aims to stretch youths to hone their business acumen, expand their network of like-minded peers in the region and develop interdisciplinary and global perspectives. Participants and parents will also have a networking opportunity with these regional business leaders.



# OUR MISSION

To build a network of youth business leaders who embody the spirit of **innovation, tenacity and performance** to tackle the challenges of the future.

# KEY PROGRAMME ELEMENTS



Develop a business idea around a legalised patent



In-depth analysis of existing companies drawing on classroom business theories



Closed-door dialogues with business owners



Pitch original business plan to CEOs



Networking experience with business owners



Internship opportunity in Asia-Pacific

# PROGRAMME OUTLINE

July 2019: Two patent descriptions will be released. The patents are Science and Technology related. Participants are expected use the patents to solve a problem and incorporate societal or environmental elements in their plan.

August 2019: Participants are to conduct independent research on the two patents and each group to submit a 3-minute video on their initial thoughts.

September, main event:

**Day 1: Business Plan Challenge.**

Participants work in their groups to create an original business plan based on one of the patents.

**Day 2: Judging and Award Dinner.**

- All teams to pitch to a panel of judges in the preliminary round.
- Four finalists selected for Final Round.
- Winning team announced at Brands For Good Award Dinner. Prizes include trophies, certificates and internship opportunity in the region.
- Participants and parents are welcomed to join in the networking and dinner at Brands for Good.



# THE ORGANISERS



CELSCA is a leading academic consultancy in Singapore which supports the learning and developmental needs of students to help them become engaged, motivated and self-regulated individual to attain relevance, success and wisdom in life. CELSCA provides a full suite of experiential learning and coaching services in the hope of nurturing students into confident and resilient global leaders.



Brands For Good aims to recognise businesses that not only make a difference but also commit as stewards for a positive impact.

Organised by IPOS Society and IIPCC Singapore, both organisations recognise the importance of innovation and creation. Together, Brands For Good is an initiative to increase firms' understanding of IP and to gather resources to unleash the value of their IP and realising it's full commercialisation potential, at the same time championing corporate social responsibilities.



# OUR PARTNERS





# PROGRAMME DETAILS

Period: 25 - 26 September 2019

Vacancies: 8 teams of 3-5

Age group: Students currently studying in University

Pre-requisites:

- Fluent in English
- Must have an interest in business and entrepreneurship
- Is currently enrolled in a course or extra-curricular activity related to business and entrepreneurship





# IMPORTANT DATES

21 February: Soft Launch of Brands For Good and GLL-Entrepreneurship Challenge

30 April: 8 local and 8 overseas teams confirmed

June: General briefing for all participants

July: Release of the two patents

August: Submission of pre-competition introductory video

25 - 26 September: Competition

# CONTACT US



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