



# The Fifth Demo BFSU Innovative Challenge

Demo BFSU Committee

Career and Entrepreneurship Center of BFSU

Department of Student Affairs of BFSU

## INVITATION

Dear all,

We are here to invite you to join Beijing Foreign Studies University's 5th annual Demo BFSU Innovative Challenge. This competition, adhering to the educational concept of "innovation, creativity, entrepreneurship", is open to the institutions of universities around the world now. We hope you can join this diverse experience, which will help you and your teammates improve the skills of comprehensive learning, social practice and group collaboration.

Our competition for academic exchanges, since the first launch in 2015, it has been rapidly expanded in scales, degree of internationalization and academic rigor. Teams in participation must design customized marketing strategies based on the cases they are given, and then present in the form of a roadshow and an analytical report in English or Mandarin. There will be two available competition formats to choose from: marketing cases and consulting cases. Contest topics will cover a wide range of fields, including modeling, language services, fashion, and catering. We will also invite company representatives, business professors, and other experts working in relevant fields to participate and provide direct guidance to our participants. After the final round, winners will receive prizes as well as valuable internship opportunities in multinational enterprises.

We hereby invite you to participate in Demo BFSU Innovative Challenge and we look forward to receiving your reply.

Sincerely,

Demo BFSU Innovative Challenge Committee  
Career and Entrepreneurship Center of BFSU  
Department of Student Affairs of BFSU

## About Demo BFSU

Demo BFSU is an international academic competition held by BFSU (Beijing Foreign Studies University). The contest welcomes both undergraduate and graduate candidates, who will form teams to study one of the provided business cases, suggest and analyze its shortages, and propose potential solutions. We offer a wide range of high-quality business cases from BFSU's alumni communities and beyond, covering marketing, consulting, FMCG, entertainment and the cultural and creative industry. We value teamwork and business thinking, and will offer tools and guidance for understanding market needs, designing marketing proposals and transforming business models.



## More Details

### 1. General Information

(1) **Working Language:** Either English and Chinese for the first and second round; English for the final.

(2) **Format:** Teams will compete in different divisions involving marketing and consulting, and the format will combine case analysis and group presentations.

(3) **Eligibility:** Current undergraduate and graduate students. There is no restriction on nationality, institution or academic major.

## **2. Timeline**

### **SIGN UP (4.16-4.23)**

Confirm your options and enjoy lectures and discussions about the cases

### **FIRST ROUND (4.24-5.3)**

Submit the analysis report and powerpoint for the roadshow

### **SECOND ROUND (Mid-May)**

Academic guidance and submit the roadshow video

### **Final Round (late May)**

English public speeches, presentations and Q&A sections

## **3. Selection of cases for the first and second round**

### **(1) Consulting :**

a. *Translation Industry*

b. *JK fashion industry*

### **(2) Marketing :**

a. *Baman Technology*(New Type Catering Enterprise)

b. *Credamo platform*(professional research modeling data platform)

**Here is the address for downloading:**

<https://static.xyz.ibfsu.cn/media/attachments/c78bd47f6af6291187ad968471d5c943.pdf>

## **4. Awards**

**(1)** All contestants qualified for the Final Round will receive a trophy.

**The first prize x 1 Team. Bonus 3000RMB**

**The second prize x 2 Teams. Bonus 2000RMB**

**The third prize x 3 Teams. Bonus 1000RMB**

(2)The contestant who wins the "best individual" in the competition will get the "Xin Qiao" prize, and can receive opportunities of internship in international quality companies.(Only available to BFSU students)

(3)The award-winning projects get the award certificate.Besides,since companies relevant to the trade are also invited,outstanding teams may receive investment opportunities. These teams may be invited to Business Incubator of BFSU. Contestants studying in BFSU will also get class hour of Innovation and Entrepreneurship.



## 5.Rules

Demo BFSU,which is three-tiered,consists of first,second and final round.

### First Round:

(1) Information Announcement: After contestants signing up, we will announce the list of participating teams and the number of teams that will be selected for the Second and Final Rounds. We will send this information to oversea contestants via Email.

( 2 ) Information sharing: We will invite company representatives, business professors, and other experts working in relevant fields to participate and provide direct guidance to our participants

( 3 ) Preparation: After signing up, each team will work on their chosen case individually, and produce a PPT and a report for their roadshow. These materials should be submitted before the deadline.

( 4 ) Feedback: Each team will also receive a copy of their marking details along with brief remarks from the jury.



### **Second Round:**

( 1 ) Roadshow: The Second Round involves teams recording a Roadshow based on the PPT and report they submitted for the First Round. This can be in either Chinese and English. Teams can refine their materials based on suggestions received in the First Round. We encourage teams to highlight these refining efforts.

( 2 ) Markings: Videos of the Roadshows will be posted online along with remarks from the jury and Q&A between the jury and the teams. The markings will be determined by a combination of audience votes and jury markings. Real time

updates of markings and rankings will be posted on the video platform, so that people from all time zones can participate.

### **Final Round:**

Because of the Covid-19 Outbreak, the exact time table has yet to be decided, and we have plans for both online and offline situations.

**Format:** The Final Round will involve a public speeches, presentations and Q&A sections, all held in English.

In the case of an offline event, we will also hold workshops and seminars, and will connect oversea teams to accommodation providers.

## **6.Registration and submit**

### **How to Register?**

Read the notice on our website, which involves relevant addresses:

[https://dynamic.xyz.ibfsu.cn/detail.php?article\\_id=17&source=external\\_link](https://dynamic.xyz.ibfsu.cn/detail.php?article_id=17&source=external_link)

### **Deadline:**

① Contestants can start to sign up on April 16<sup>th</sup> and should finish registration before **23:59 (Beijing time) April 23rd, 2020**, so that we can further contact you via Email to send you relevant information.

② All contestants should submit their PPT and a report by **23:59 (Beijing time) May 3rd, 2020**. The channel of submission and relevant information of cases, we will send you after your registration in our competition.

### **N.B.**

1. There may be changes in format and time table in all stages of Demo BFSU because of the Covid-19 Outbreak and circumstances beyond our control. We apologize in advance for these situations.
2. The committee may take pictures and videos during the contest and may post these materials to report the contest in our WeChat Blog. We will also

interview outstanding teams after the Final Round, and the materials may be provided to future contestant and committee members.

### **Contact Us**

If you have some difficulties or questions about signing up or other contest information, please reach out to us via [Demobfsu2020@163.com](mailto:Demobfsu2020@163.com)

Click here to read the notice on our website:

[https://dynamic.xyz.ibfsu.cn/detail.php?article\\_id=17&source=external\\_link](https://dynamic.xyz.ibfsu.cn/detail.php?article_id=17&source=external_link)