

SCBFLC 2019

INFORMATION PACKAGE



SCB Future Leader Challenge (SCBFLC)

SCBFLC started back in 2014 when SCB, Thailand’s largest bank, and Sasin School of Management have joined hand for a commitment to promote learning and develop the potentials of next-generation leaders. In 2016, SCBFLC was honored to be granted with H.M. King Rama IX’s award for the winning team. Then in 2017, we were granted with H.M.

King Maha Vajiralongkorn’s award. Every year, we received registrations from hundreds of teams around the world. Now we are proud to declare as the world’s largest and Thailand’s first business case competition for master’s degree students. We are also one of the few case competitions in the world that’s hosted by the beach!

Our Commitment

1. To provide a practical learning platform by using dynamic business case issue faced in the real world.
2. To promote a strong and long term relationship between academic world (universities) and industries.
3. To promote cross-cultural exchange and Thailand tourism industry.

Competition Format

1. The whole competition will be conducted in English.
2. The competition is divided into 3 rounds:

Round	Venue	Date
Preliminary	Online	22 – 28 March, 2019
Semi-final	SCB Tawanron Training Center, Chonburi	25 – 28 June, 2019
Final	SCB Talad Noi, Bangkok	29 June, 2019

Eligibility

1. Participants must form a team of four members.
2. Team members must be currently enrolled master’s degree students, or a combination of up to one alumnus (graduated within 1 year from the registration deadline).
3. Team members must be from the same university/college.

4. No more than five teams per program may enter the competition.
5. Any participants that competed in previous year's SCBFLC semi-final round are not eligible for this year's entry. However, advisors from the previous year may attend the semi-final and final rounds.
6. Team members must remain in their original groups throughout the competition.

The Case

1. The case used in the competition will be an unpublished case, written by SCBFLC committee, based on current business issues.
2. The case will be address multiple functional areas of business (e.g. finance, marketing, strategy, innovation, social real-life, responsibility, operations, HR), with an emphasis on finance.

PRELIMINARY ROUND

Case Analysis

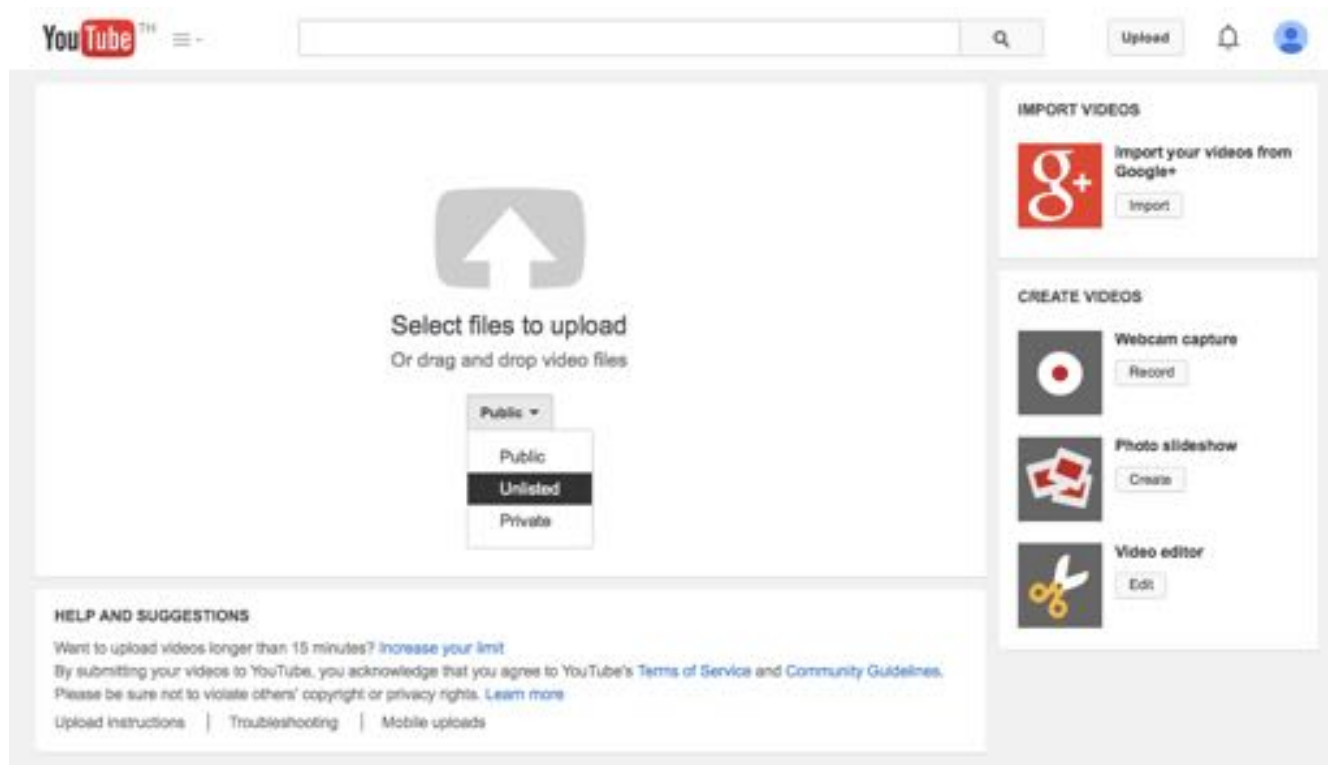
1. Each team will have a period of 7 days (from the case study release date until the deadline) to submit a PowerPoint presentation, a video presentation and an executive summary.
2. Teams are not allowed to discuss the case or solutions with other persons besides their team member during the competition, including professors, advisors, and friends.

PowerPoint Presentation Submissions

1. Teams must submit a solution proposal of up to 12 PowerPoint slides (including cover and index) and teams are allowed no more than 4 slides of appendix. (Optional)
2. Teams must also submit an executive summary (maximum 150 words) using the provided form.
3. Other languages than English are strictly prohibited.
4. The final submission shall be in PDF format not exceeding 2MB.
5. The final submission shall be emailed to scbflc.submission@sasin.edu
6. Amendments or resubmission are NOT allowed after the files have been sent.
7. Intentional amendment of standard PowerPoint or word on page layout for abnormal content space e.g. portrait PowerPoint slide is not allowed.

Video Presentation Submissions

1. All team members must present the solution during the YouTube video presentation.
2. The length of the video presentation must not exceed 5 minutes.
3. Creativity is highly encouraged in the video presentation, for instance, venue variety, product-sample and animation related to the case.
4. Teams must set the visibility of their YouTube video presentations to unlisted.
5. To submit, teams must upload the videos on YouTube and email the link together with final submission at scbflc.submission@sasin.edu.



Semi-finalists Announcement

1. Semi-finalists will be announced on 2nd of May, 2019
2. The case submissions will be reviewed by a panel of internal and external judges from various industries including finance and consulting.
3. The evaluation committee will select 8 teams to participate in the semi-final round.
4. 4 teams that received fast-track-ticket to Semi-Final round are the

winner from Q by SCBFLC, the intensive boot camp for strategic thinking.

5. The semi-finalists will be announced on the website and contacted via email.

6. SCBFLC will cover all the transportation, accommodation, food, equipment supplies for semi-finalists and one advisor per team from the first day that you check in with us on day 1, 9:30AM at SCB headquarter, Bangkok, Thailand. The plane ticket round-trip to Bangkok is not included.

SEMI-FINAL ROUND



1. The SCBFLC committee will randomly allocate participants into 4 divisions. Each team will compete against the 2 other teams in their assigned division.

2. The semi-final round will comprise of three sub-sections: 99-seconds pitch, 5-hour short case, and 24-hour business case.

3. Each team will present their solution to a panel of judges.

4. Based on total scores of the three subsections, the judges will select one team from each of the four divisions to proceed to the final round.

99-second Pitch

1. Each team must send a representative to pitch an impromptu in 99 seconds.

2. There will be no use of visual aids or PowerPoint presentations.

5-hour Short Case

1. Teams will have 5 hours to solve the case and prepare for the presentation.

2. The solution must be presented with a 15-minute PowerPoint presentation.

3. All team members must present during the presentations.
4. All presentations must be saved as a Microsoft PowerPoint file. The teams' presentations must be compatible with standard Microsoft PowerPoint suite.

24-hour Case

1. Teams will have 24 hours to solve the case and prepare for the presentation.
2. The solutions must be presented with a 15-minute PowerPoint presentation.
3. All team members must present during the presentations.
4. All presentations must be saved as a Microsoft PowerPoint file. The teams' presentations must be compatible with standard Microsoft PowerPoint suite.

FINAL ROUND



Final Case

1. In the final round, the four finalist teams will be given a new case. The teams will have 20 hours to prepare and submit a PowerPoint presentation.

Presentation

1. In the final round each presentation will consist of a 20-minute presentation and 15 minutes of Q&A.
2. All members of a team must present during the presentations.

3. All presentations must be saved as a Microsoft PowerPoint file. The teams' presentations must be compatible with standard Microsoft PowerPoint suite.
4. Following the final round presentations, the panel of judges will select one winner to the SCBFCLC competition.
5. Finalists are not allowed to watch any of the other finalists' presentations preceding their own.

Note: The dates for the competition are tentative. SCBFCLC reserves the right to amend the competition rules and format. Please ensure that you review the website www.scbflc.com for any changes that may arise. For those who are not residing in Bangkok, Faculty advisors and/or their university are responsible for arranging and paying for the transportation to Bangkok, Thailand. Cash prize value 200,000 baht (the USD Value is subject to changes according to currency fluctuations).

