



10th GLOBAL ENTERPRISE CHALLENGE 18/19 JUNE 2011

Welcome to the preliminary 2011 Guide to the Global Enterprise Challenge from Gordon McVie, GEC Creator & Convenor

As we prepare for the tenth Global Enterprise Challenge it gives us an ideal opportunity to reflect on the experience gained from the previous nine events and to introduce a few changes that will ensure the long term future of GEC.

The original concept was of an international challenge in which students from around the world could compete without financial or logistical restrictions, and GEC has always been true to its founding principles of a free- to- enter online event.

The optimum number of participants over the past nine years has been 15 teams from 15 countries, but the current model is limited in terms of capacity building. The changes planned will, in my view, facilitate progress towards a significantly greater number of participating countries.

Summary of GEC 2011 Arrangements

1. The Challenge will take place on 18/19 June 2011 using two time zones: Asia/Pacific and Europe/Africa; teams from the Americas may choose to compete in either.
2. There will be no host country in a central venue/location, but ABW Enterprise Education will fulfill the role of host organisation and will co-ordinate the event. Countries will be free to organise their own national, regional and continental hubs provided they are held concurrently with the global event.
3. The Challenge announcement and the result will be communicated via the GEC website hosted by ABW Enterprise Education. Business plans and YouTube presentations will be posted on this site, which will be in same format as GEC 2008:
<http://www.globalenterprisechallenge.com/>
4. Countries which create their own dedicated GEC website must give appropriate recognition to the major global contributors; viz. WIPO, NASA, ABW Enterprise Education, UB The Judge and the GEC Creator & Convenor.
5. GEC 2011 will use 'UB The Judge' software provided and co-ordinated by Len Norman, and each country must provide one judge committed to judging a minimum of 10 teams. The Creativity Award will be judged separately on the video presentation only.
6. ABW to offer GEC Aus online qualifier free of charge to each country wishing to use it to select its national representative. Timeframe Feb-March, check with ABW for details,
abw@abw.org.au

Regards
Gordon McVie

Timetable

March 18 2011 - Deadline for registration and info for GEC 2011 website

May 21 2011 – Deadline for nomination of online judges

June 18/19 2011 – Global Enterprise Challenge

June 20 2011 – GEC 2011 Winners Announced



The Global
Enterprise Challenge



Welcome from Norman Owens, Chairman of Australian Business Week and ABW Enterprise Education Host of the 2011 Global Enterprise Challenge

The GEC in 2011 will be run entirely online, this means that there will be no host country in a central venue/location, but ABW Enterprise Education in Sydney Australia, will fulfil the role of host organisation and will co-ordinate the event globally.

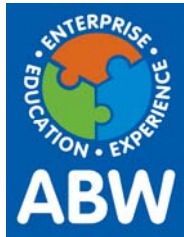
Countries will be free to organise their own national, regional and continental hubs provided they are held concurrently with the global event. The entire event will be run online via the GEC website www.globalenterprisechallenge.com when you log on to this site you will note that it comprises the details of the 2008 GEC which was also hosted by ABW. We have left it in this form while we gather information from the countries entering the 2011 challenge. When we receive completed registration forms we will update the site, in the meantime the site will act as a useful template for countries considering entering the GEC challenge for the first time.

We propose running the 2011 GEC in two time zones: Asia/Pacific and Europe/Africa; as this covers the majority of past entrants. Teams from the Americas are invited to participate in either. However, should we receive more entries from this region, we will consider a request for a variation on this arrangement provided that the proposed change conforms to the GEC guidelines and the results can be forwarded to the international judging panel in the agreed timeframe.

This guide will provide an overview of the competition, with information on how to participate from your own country.

Kind regards

Norman Owens





What is the Global Enterprise Challenge (GEC)

The Global Enterprise Challenge is a 24 hour enterprise challenge for young people aged 16-19. It gives young people the opportunity to develop their knowledge and experience of enterprise, through providing an environment where they can apply skills and develop their understanding in practical ways.

Gordon McVie formerly of Careers Scotland developed the GEC in 2001. Since inception the GEC has gone from strength to strength, and in 2010 involved 15 countries with some 2000 students taking part from up to 140 schools and colleges worldwide.

The GEC is traditionally a two stage event

Stage 1 is a national event where teams compete for the right to represent their country in the international event. At the beginning of the 24 hours, the teams are given a challenge.

In 2010 the challenge read:

It is two decades from now and the world is a very different place from the one we inhabit today.

Your Challenge today is:

“To produce a working model of an innovative game for a family of four (2 adults + 2 children aged 8-12) that addresses the issues and challenges facing the world in 2030.”

The teams must then work as a team to create an idea, a prototype, a business plan and a presentation. Stage one concludes with the judging of the national competition and the selection of the national representative team.

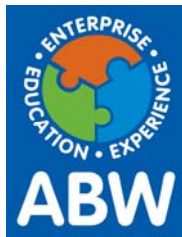
Stage 2 is an international event where the work of each national winning team is submitted via the web to an international judging panel, who look for the winning combination of teamwork skills, an innovative approach and an outstanding standard of product, prototype, plan and presentation.

Australia uses a 3 Step approach

First the GEC Qualifier

Invites schools nationally, wishing to be considered for entry in the GEC, to participate in a GEC Qualifier where they compete via the ABW online business simulation over a six week period. This challenges students to take over and run a business and in addition requires that they address a challenge selected from one of the earlier GEC challenges. These two activities help to prepare Australian students for the intense demands of the 24 hour GEC. The winning 10 teams are invited to participate in the second step **Stage 1** described above and the winner from this group is then selected to be the Australian entry for the third step **Stage 2**.

Should any country wish to use the ABW simulations as a qualifier to select their finalist teams for the 2011 GEC then ABW Enterprise Education is offering each country its simulations free of charge for this purpose subject to only one team from each school being permitted to use the software for the purpose of a regional or national competition, otherwise ABW programs are available at educational pricing for schools wishing to use the programs for a whole cohort competition. The qualifying program will run Jan to March 2011 or in a specified time frame by the country (no later than March) Further information about ABW simulations may be found on the ABW website www.abw.org.au or by contacting Samantha Clarke at Samantha.Clarke@abw.org.au





What is ABW?

ABW gives participants a greater understanding of business as they take over and run their own simulated company, making all of the management decisions necessary for the successful operation of their business in a competitive marketplace. Participants develop an understanding of finance and business strategy, marketing, operations, and managing the broad range of business resources and especially their human resources.

ABW offers programs for junior school through to university and corporate participation, with simulations covering a variety of industries and ranging from a one person start-up, to a multi million dollar take over of an established company.

I invite you to find out why some 15,000 students benefit from participating in ABW programs each year by logging on to the ABW website www.abw.org.au.

Kind Regards
Norman Owens OAM
Chairman, Australian Business Week Ltd



Programs

In-School

In the course of one week participants from [senior](#), [middle](#) or [junior](#) school, run a multi-million dollar company over a simulated two year period in competition against other student teams. Go to www.abw.org.au/inschool

Inter-School

An opportunity for [students](#) and [teachers](#) to [compete against teams](#) of 4 – 10 participants nationally and internationally. Go to www.abw.org.au/interschool

For all the latest news go to
www.abw.org.au/latest-news/index

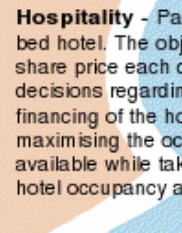
Simulations

The backbone of all ABW programs is the computer simulated business model which requires participants to take over an established company, assume the role of management and make all necessary business decisions not only to run the company but to compete against other participant groups.

We offer five simulations, for secondary students, Café, Hospitality, IT, Manufacturing and Retail - Consumer Electronics and one simulation for Primary students, Retail - The Sandwich Shop.



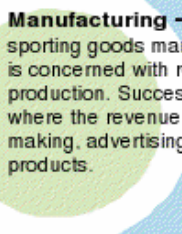
Café - Participants start a small business and learn the basic principles of the marketplace. They discover the impact of variable market demand on forecasts, seasonality, staff training, pricing, finance, location, advertising, can have on their business. Participants will be challenged to control costs, get their product mix right, and be competitive in their pricing in a tough market place.



Hospitality - Participants takeover and run a 200 bed hotel. The objective is to have the highest share price each quarter by making the best decisions regarding the operation, marketing and financing of the hotel/s. This is achieved by maximising the occupancy and yield of the rooms available while taking into account the average hotel occupancy and all costs.



Information Technology - is an extension to the manufacturing-based simulation and further challenges participants to make decisions on the implementation of performance enhancing Information Technology. This model is concerned with not only the revenues and the costs of production but also the best choice of IT solutions to make the company as successful as possible.



Manufacturing - Participants take over and run a sporting goods manufacturing facility. The simulation is concerned with revenues and the costs of production. Success means keeping costs to a level where the revenue from sales exceeds the cost of making, advertising and selling that number of products.



Retail - Participants takeover and run a consumer electronics retail store selling computers, flat screen televisions, accessories and similar.

Teams will need to determine staff levels and training, set salaries and incentives, manage stock levels using promotions, specials, discounts and clearances. Manage cash flow with a mixture of cash and credit sales, handle debtors and delinquent accounts, and manage borrowings, loans, overdrafts, trade debtors, and receivables.



Participating via the Web

The technical requirements for submitting entries online will be detailed in a forthcoming communication and will be published on the GEC website in plenty of time for countries to test the technology. The Challenge announcement and the results will be communicated via the GEC website. Business plans and YouTube presentations will be posted on this site.

Countries which create their own dedicated GEC website must give appropriate recognition to the major global contributors; viz. WIPO, NASA, ABW Enterprise Education, UB The Judge and the GEC Creator & Convener.

Participants:

Should be aged 16 – 19 years

Teams:

Up to ten participants constitute a team

The venue:

Organisers should ensure that the venue should be fit for purpose, with 24-hour access for the team and if possible 'sleepover' arrangements. It should have, as a minimum, e-mail capability and Internet access.

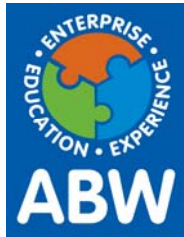
Support:

The team should have access to a facilitator at key stages during the 24-hour period. This facilitator could be drawn from the business community, business support services, or academia. Please ensure that the facilitator is there to support and motivate, not instruct or direct.

For entry to the Global Final:

Specific instructions will be sent out closer to the date of the event to tell you which file format entries must be in and which email address they should be sent to. However the following must be sent to enable remote entry to the Global final:

- Video file of presentation
- Document file of team business plan
- Picture/video file of team prototype





Judging:

GEC 2011 will use 'UB the Judge' software provided at no cost and co-ordinated by Len Norman, and each country must provide one judge committed to judging a minimum of 10 teams. The Creativity Award will be judged separately on the video presentation only. Judges from each country must be nominated by May 2011 to enable sufficient time to organise judging and information.

UB The Judge is a purpose-built suite of software designed to provide a high level of support of the judging process for multiple categories in many events. It is suitable for any judging exercise where individual judges are asked to assign a score reflecting their view of the quality of a submission. It will meet requirements in all cases where it is not absolutely necessary for judges to be in attendance,

The tool represents the following advantages

- There is no logical limit to the number of entrants and/or judges
- The tool is completely delivered from an online host
- Not all judges need to score nor even see all entrants
- Judging can be performed remotely as long as entries may be assessed online – i.e. YouTube, documents, presentations etc
- When all scores are entered, an advanced quantitative method is employed to ensure all final ranking results are as fair as possible – this is achieved by eliminating unrepresentative (potentially biased) scores but maintaining a majority decision at all times
- Judges never need to leave their home offices in order to participate – conferring is neither necessary nor recommended
- Results are known immediately the last score is entered
- Several reports are available to ensure the judging process is continuously improved
- All entrants are given access to a complete automated feedback report including comments from judges on completion of the event

When offered commercially, UB The Judge is a low cost but powerful tool which will be marketed to a growing base of people around the world who regularly need to judge events.

Kind Regards,
Len Norman



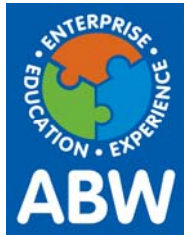


Judging Criteria

Teams will be judged on the following criteria:

- **Creativity and Innovation** – how creative and innovative is the idea?
This is the assessment of the “wow” factor. It is a measure of how the team stretched their thinking and conceived an original idea which at least on a feasibility test would be something the world needs but had not thought of yet.
- **Finance and Production** – have costs been adequately considered, calculated and explained?
Show superior awareness of the realities of commercial success. Whether it be in profit potential, cost containment or method of financing good work, the team will need to show they understand the sources of funds and the requirement for any venture to be self-sustaining if at all possible. It must have a value and the team must be capable of convincing various supporters and finance sources to join their dream based on the good business sense displayed. There should also be evidence of the team’s awareness of the manufacturing or preparation process to go to market, raw materials to be used and healthy respect for the environment.
- **Marketing and Market Research** – How effective is the marketing strategy? How will it be marketed to the target audience?
Teams will need to show they have researched the potential market and segment to determine there is every likelihood the service or product will be taken up in appropriate numbers. Not only is the upfront research needed but they have to be able to demonstrate how they will promote the offering to the market. There will need to be details of how the market will be reached once identified. Be specific about pricing and packaging.
- **Communication** – how well is the idea presented? Was the presentation delivered effectively within the 3 minute timescale?
Teams have a chance here to impress the judges with the clarity with which they deliver their proposal to the backers. Is your delivery easy to understand and interesting?

The weighting of each category is 25%.





Submission of entries

Each team must submit via the dropbox:

A4 written report

- maximum of 2 pages
- using a font no smaller than 10pt
- Word format is the only excepted format. Entries submitted in any other format will be disqualified.

3 minute video presentation

- recorded as a Windows Media Player file
- to be set at a resolution of 320*240 and with a bandwidth of 300kps.
- You must use Windows Media V7 codecs.
- No copyrighted music can be used, music must be owned by the student, school or be non copyrighted. Submissions received with copyright music will be disqualified from the challenge.
- Ensure the video is clear, has good lighting, easily understood and has good sound.

Microsoft PowerPoint Presentation (97-07)

- Maximum file size is 4mb
- Maximum of 4 slides

