

Organised by:



**EUCCK**

The European Union  
Chamber of Commerce in Korea

Contact us:



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[www.europekorea-bpc.co.kr](http://www.europekorea-bpc.co.kr)

# EUROPE - KOREA BUSINESS PLAN COMPETITION

2012

*Believe  
Innovation*



[www.europekorea-bpc.co.kr](http://www.europekorea-bpc.co.kr)

# Organised by:



# Partners:


# Believing Innovation

Connecting Korea's top talent with European leading companies

Presented by the European Union Chamber of Commerce in Korea, Europe-Korea Business Plan Competition (Europe-Korea BPC) is a nationwide annual challenge lasting 4 months (February – June) under the main theme of “believe innovation”.

The initiative challenges engineering and business students in Korea to think about the future and how to impact on it by developing a technology or using an existing one in an innovative way. Students form multidisciplinary teams and develop their ideas in a specific competition track: Web/IT, Mobile, Transportation, Energy & Infrastructure, or New Products & Services. Throughout the process, teams develop a full business plan and the finalists deliver an exciting elevator pitch at the finale event.

Europe-Korea BPC looks to foster skills such as entrepreneurship, creativity, teamwork, and connect Korea's top talent with leading European companies. Students compete for recognition, 20 million KRW in cash prizes, and the chance to launch an international career.

The 2011 competition saw 380 students from 38 universities in Korea fiercely compete for the Grand Prize.

유럽 코리아 비즈니스 아이디어 경진대회 (Europe-Korea BPC)는 주한유럽연합상공회의소가 전국 대학을 대상으로 매 년 주최하는 연례 행사로서 “believe innovation”이라는 슬로건 아래 2월부터 6월까지 4개월 동안 진행됩니다.

국내의 공학 및 경영학 전공 학생들은 본 대회를 통해 미래의 삶을 혁신적으로 변화시킬 수 있는 기술 아이디어 개발에 도전할 수 있습니다. 다양한 배경을 가진 학생들이 팀을 이루어 공모분야: Web/IT, Mobile, Transportation, Energy & Infrastructure, New products & Services 중 하나를 선택한 후 아이디어를 구상하게 되며 대회가 진행되는 동안 각 팀은 사업계획서를 작성하여 제출하고 이 중 결승에 진출한 팀은 사업계획서를 요약하여 결승전에서 발표하게 됩니다.

유럽기업의 임원진들이 직접 본 대회의 심사위원 및 멘토로 참여하며 멘토들은 결승진출팀들에게 사업계획서에 대한 조언은 물론 현실적이고 전문적인 멘토링을 제공합니다.

Europe Korea BPC를 통해 학생들은 기업가정신, 창의력, 팀워크 등 실전비즈니스기술을 함양할 수 있으며 그동안 쉽게 접할수 없었던 유럽기업과 직접 교류할 수 있습니다. 우승자에게 제공되는 총2000만원의 상금은 물론 우수 참가자들에게는 유럽기업 채용기회 또한 주어지게 되므로 학생들은 본 대회를 통해 국제적인 경력개발을 시작할 수 있습니다.

2011년도에 개최된 제1회 유럽 코리아 비즈니스 아이디어 경진대회에서는 국내 38개 대학에 재학중인 380명의 학생들이 지원하여 대상 수상을 놓고 치열한 경쟁을 펼쳤습니다.

# EUROPE – KOREA BUSINESS PLAN COMPETITION

2012

## Why Apply?

Do you have an idea that will change the way we will live or do business?

Win international recognition, 20M KRW in cash prizes and launch a global career!

Jobs and internships offered to outstanding candidates.

Europe Korea BPC is a golden opportunity to impress and personally connect with leading European companies.

Believe  
innovation.

## Prizes:

- 10M KRW Grand prize
- 4M KRW Silver prize
- 2M KRW Bronze prize
- 1.5M KRW Most creative
- 1.5M KRW Most market-viable
- 1M KRW Audience favorite pitch

## Competition Tracks:

- 📱 Mobile
- 💻 Web/IT
- ⚡ Energy & Infrastructure
- 🚗 Transportation
- 🌟 New Products & Services

Targeting engineering  
& business majors



Application  
Deadline:  
23 March 2012  
Submit online

Applications  
in English

www.europekorea-bpc.co.kr

# Application Summary

## How to apply?

- Download “application details” from website
- 2–4 team members
- Minimum 1 engineering student per team
- Applications in English
- Submit application by 23 March  
via website: [www.europekorea-bpc.co.kr](http://www.europekorea-bpc.co.kr)

## Judges & Mentors

Leading European company C-level executives are the judges & mentors of the competition. Mentors support finalist teams to refine their business plans & bring real-world entrepreneurial expertise.

## Looking for teammates?

- Go to our Facebook page:  
[www.facebook.com/EuropeKoreaBPC](http://www.facebook.com/EuropeKoreaBPC)
- Check the website to come to our  
teambuilding open events
- For more information please contact:  
[bpc@eucck.org](mailto:bpc@eucck.org) or 02-725-9915

## Key Dates:

- Executive Summary Deadline: **23 March**
- Business Plan Deadline: **23 April**
- Mentoring: **1–11 May**  
1 session per finalist team at company offices (2hrs)
- Pitch Practice: **14–25 May**  
2 sessions per finalist team at EUCCK offices (4 hrs)
- Finale Event: **1 June**

## Tracks: Develop your idea in one of the following

**📱 Mobile** Ideas that redefine mobility in communication, productivity & leisure, using handsets & tablets as the main delivery method. From network infrastructure & mobile components to new location-based services, real-time crowd sourcing or new applications for smartphone sensors.

**💻 Web/IT** Think about IT technologies and e-businesses that enhance our daily lives. Consider internet TV, data security, innovative online advertising, publishing platforms, search optimisation or a revolutionary approach to social networks.

**🚗 Transportation** Redefine future transportation technology, both in vehicles & infrastructure. Consider efficiency, safety or comfort improvements, intelligent transportation systems, electric powertrains, new materials or airports of the future.

**⚡ Energy & Infrastructure** Technologies that enhance energy management and water solutions. Innovative smart buildings/cities, battery improvements, municipal infrastructure, waste management processes or insulation materials... the possibilities are endless.

**🌟 New Products & Services** Innovative products or business ideas for different B2B & B2C needs. The spectrum is broad: Industrial automation, healthcare delivery & medical devices, cosmetics, retail, food processing & anything else you can imagine!

# Judges

Leading European C-level executives are the judges of Europe-Korea BPC. The teams will be ranked based on which business the judges would most likely invest in.



**Dr. Daeje Chin**  
Founder & CEO,  
SkyLake Incuvest,  
Korea



**Mr. Stefan Blaschek**  
Executive Vice  
President,  
ABB, Korea



**Mr. Olivier Mouroux**  
Founder & CEO,  
Asiance, Korea



**Mr. Hermann Kaess**  
President & CEO,  
Bosch, Korea



**Dr. Pierre Vialettes**  
Head of EADS  
Innovation Works  
North Asia



**Mr. Olli Andersson**  
Head of Smart Lab,  
Nokia Siemens  
Networks, Korea



**Mr. Michael Vetter**  
President & Joint  
Representative Director,  
Porsche, Korea



**Mr. John Stromblad**  
President  
Tetra Pak, Korea



**Mr. Friedrich Stockinger**  
President,  
TRUMPF, Korea



**Mr. Thomas Geyer**  
President,  
Vector, Korea



**Mr. Frederic Lucas**  
Country Manager &  
Representative Director  
Veolia Water Solutions &  
Technologies, Korea

# Mentors

Mentors support finalist teams to refine their business plans and bring real-world entrepreneurial expertise. Sessions will be held between 1-11 May at the company offices.



**Dr. Kang-Suk Lee**  
Managing Director  
SkyLake Incuvest,  
Korea



**Mr. JongSig Park**  
Senior Director,  
ABB, Korea



**Mr. Min Kim**  
Automotive  
Aftermarket  
Regional Director,  
Bosch, Korea



**Mr. Philip Johnson**  
Executive Vice  
President - Asia,  
EF



**Mr. Moonwon Lee**  
Advanced Solutions  
Development Expert,  
Smart Lab,  
Nokia Siemens  
Networks, Korea



**Ms. Miriam Yi**  
Finance Director,  
Tetra Pak, Korea

# Organising Committee

The organising committee supports the smooth operation of the competition. In addition, the committee receives and filters the team applications.



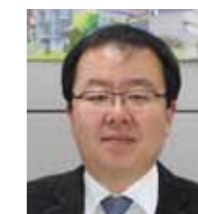
**Ms. Marina Payen**  
Director,  
The European Union  
Chamber of  
Commerce in Korea



**Mr. Jae Won**  
Country Head,  
Nokia Siemens  
Networks, Korea



**Mr. Olivier Mouroux**  
Founder & CEO,  
Asiance, Korea



**Mr. Heetak Ha**  
Head of Marketing &  
Sales Planning,  
Bosch, Korea



**Mr. Thomas Geyer**  
President,  
Vector, Korea



**Mr. Gustavo Miguez**  
CEO &  
Representative  
Director,  
Veolia Water, Korea

# Student Panel

The student panel members are competition ambassadors and provide support for the organization and logistics.



**Min, Hoon Kyu**  
IT Media,  
Ajou University



**Choe, In Young**  
Mathematics/  
Economics,  
Chung-Ang University



**Kim, Min Kyung**  
Multimedia  
Engineering,  
Dankook University  
(Chunan Campus)



**Choi, In Hae**  
Computer science &  
engineering/  
International trade,  
Duksung Women's  
University



**Kim, Yoo Jin**  
Architecture,  
Ewha Women's  
University



**Park, Sang Hee**  
Mechanical System  
Engineering,  
Gyeongsang  
National University



**Woo, Hyung Min**  
Business  
Administration,  
Kyunghee University



**Lee, Chul Woo**  
Geo Information  
Engineering,  
Sejong University



**Kwon, Yong Shik**  
Economics,  
Seoul National  
University



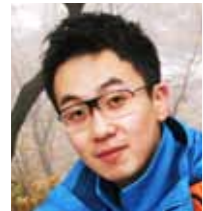
**Ahn, Hyoung Jun**  
Industrial Information  
System Engineering,  
Seoul National  
University of  
Technology and  
Science



**Kim, Yea Jin**  
Electrical  
Engineering,  
Sogang University



**Rakesh Lazar**  
Marketing  
Management,  
Solbridge International  
School of Business



**Kim, Min**  
Business Administ-  
ration/Portuguese,  
Hankuk University of  
Foreign Studies



**Lee, Yong Jun**  
Electronic  
Communications  
Engineering,  
Hanyang University



**Jo, Kue Ri**  
Business  
Administration,  
Hongik University



**Kwon, Ji Eun**  
Chemical  
Engineering,  
Inha University



**Park, Joo Ye**  
Chemical & Bimole-  
cular Engineering/  
Management science,  
KAIST



**Min, Kyung Hoi**  
Management  
Information Systems,  
Konkuk University



**Kim, Hee Chul**  
International  
Business,  
Solbridge International  
School of Business



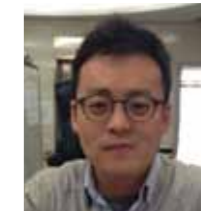
**Kim, Hye Min**  
Telecommunication/  
Clothing & Textiles,  
Sookmyung Women's  
University



**Jeong, Seul Gi**  
Organic material and  
fiber engineering,  
Soongsil University



**Ryu, Hye In**  
Business  
Administration/  
German,  
Sungkyunkwan  
University



**Park, Joo Hyung**  
Information  
communication  
engineering/  
Economics,  
The Catholic  
University of Korea



**Jo, Hyeon Kyeong**  
Life Science  
(Biology),  
University of Seoul



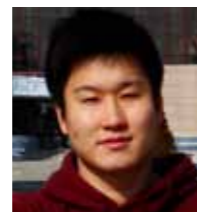
**Lee, Ji Hyun**  
Textile engineering,  
Konkuk University



**Kim, Yenarae**  
International Trade,  
Kookmin University



**Lee, Ruri**  
Business  
Management,  
Korea Aerospace  
University



**Yoon, Se Hyun**  
Display & semi-  
conductor physics/  
Chemical & biological  
engineering,  
Korea University



**Huh, Joon**  
Electro engineering,  
Kwangwoon  
University



**Lee, Min Gyu**  
Business  
Administration/  
International Trade,  
Kyonggi University



**Seo, Da Wa**  
Civil & Environmental  
Engineering,  
Yonsei University



**Andra Radulescu**  
Global MBA,  
Marketing,  
Yonsei University

# Europe Korea BPC 2011



**"Europe Korea BPC truly developed all our engineering and business skills! After the competition we felt confident enough to actually start-up our own business idea, ECUBE Labs!"**

**Jong Hyun Ku**  
2011 Grand Prize Team Leader



**"The mentoring sessions were so helpful to revise our business plan and ensure that the idea was market viable. We learnt a great deal from the sessions."**

**Haegon Jeon**  
2011 2nd Prize Winners



**"I had the opportunity to meet top level executives from many European companies. Without a doubt, their advice inspired me to become a more passionate person."**

**Jongwon Lee**  
2011 Student Panel

**"Before participating in Europe Korea BPC, I never expected to be able to work at a foreign company. After the competition I felt brave enough to launch an international career"**

**Jinan Lee**  
2011 Finalist

