



THE YOUNG SEAKERS  
INDONESIA

InCareAsia

# GUIDE BOOK SEAKERS BUSINESS CHALLENGE

Shaping the Future  
of Biodegradables

#RegionalLeadersofTomorrow

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# ABOUT THE YOUNG SEAKERS

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The Young SEAKers (TYS) is a non profit organization that brings together vibrant, competent youths from the ASEAN region who are passionate about advancing the ASEAN-China region. Headquartered in Singapore, we have regional chapters across all 10 ASEAN countries. We boost SEAKers' profiles with regular holistic and experiential programmes, such as intercultural exchange opportunities and learning journeys. Ultimately, we aim to nurture a community of talented ASEAN youth leaders who are equipped with cross-border competencies that enable them to tap on the full potential of the ASEAN-China region.

The Young SEAKers have identified a significant gap between the demand and supply of young talents in the ASEAN market. Regional and foreign companies want to hire local talents with developed soft skills and cross-border competency, but most ASEAN youths do not meet their requirements, resulting in expatriates being hired at higher cost. Consequently, bright and promising ASEAN youths lose out on these employment opportunities. Importantly, Chinese investors and businesses are entering into Southeast Asia in a big way. Yet most organisations are ASEAN centric and not designed to prepare young ASEAN leaders to deepen understanding of China.

We aim to bridge these gaps with our SEAKers Experience through our programs. The Young SEAKers seeks to procure funding from key stakeholders in ASEAN's private and public sectors forming meaningful partnerships. This will drive a long term and impactful change, empowering ASEAN youths to achieve their dreams and power the SEA wave.

# ABOUT SEAKERS BUSINESS CHALLENGE

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SEAKers Business Challenge (“**SBC**”) is an ASEAN-scale competition that is participated by participants from universities in Indonesia and Singapore. This is an opportunity to expand your network between fellow participants and the companies involved. SBC is one of the stepping stones to objectify our biggest mission in taking a part to build cross-border competencies. This competition is under the collaboration between The Young SEAKers regional chapters in Indonesia and Singapore. With a focus on Indonesian and Singaporean youths, this competition promotes the exchange of ideas between university students and businesses as well as encourages students to develop innovative and creative solutions for real-life business cases.

SEAKers Business Challenge consists of three stages of competition. It begins with the Selection Round where participants must solve the Initial Case Challenge after completing the registration process. Participants who passed the Selection Round will be matched into ten (10) groups of four (4) that consist of Indonesian and Singaporean members and continue to the Preliminary Round. Participants will solve the main case given in groups and submit their solution in forms of proposal. There will be five (5) best selected groups that will qualify to the Final Round to solve the final case given and present their solution in front of the judges via online meeting. Thus, this is your chance to work and collaborate in solving real-world business challenges with participants from different countries.

Registered participants will receive free entries to attend the SBC Workshop with the topics “Rethinking the Future through Biodegradable Products” and “Beating the Odds in New Market Entry” that will be delivered by top-notch experts and professionals in the field.

By participating in the SEAKers Business Challenge, with the theme “Shaping the Future of Biodegradables”, the participants are able to get game-changing cross-border experiences, train their analytical, cross-cultural collaborative, and decision-making skills through business cases that focus on strategic issues related to the business of biodegradable products including market landscape and market penetration faced by the company.

# CASE CONTRIBUTOR



InCare Asia is the Next Generation Social Enterprise Singapore focused on restoring the environment and preserving the culture of Singapore, Indonesia and SEA. Established in 2021, InCare Asia takes part in reinvesting for the environment and society through three main programmes such as House of Indonesia, Planting with Purpose, and NexBioPro.

**House of Indonesia**, an Indonesia Community Centre (ICC) for culture, business and networking in Singapore, is created to deepen the bonding and integration between Indonesian community, Singaporeans and residents from various nationalities. It provides a permanent place for affordable exhibitions and showcases for SMEs business and networking. Art, music, food, and culture will be the instrument to unite and bond Indonesian people in Singapore. This center will also provide coaching and training to SMEs from Indonesia to the next level to enter the global market, where 100% of the profit generated from House of Indonesia will be reinvested to support SMEs.

For the environmental side, **Planting with Purpose** is held as the common investment and efforts to restore and preserve our living environment by planting trees through a platform where everyone can easily participate in the proposed tree planting program towards environmental sustainability in minimizing effects of climate change through reforestation.

Not only externally, InCare Asia puts efforts for the greener world through the audience's lifestyle with the Next Generation Eco Friendly & Biodegradable Products, **NexBioPro**. NexBioPro aims to preserve natural resources, preserve the food chain, and promote products that have a less impact on the environment. Biodegradable points to a product breaking down into natural elements, carbon dioxide, and water vapor by organisms like bacteria and fungi. Most products will take hundreds of thousands of years to biodegrade. Some biodegradable products might not be eco-friendly. For example, biodegradable products made out of cassava are one of them. Cassava, an edible tuberous root often made into flour, contains cyanogenic glycosides, which can result in fatal cyanide poisoning if not properly detoxified. We aim to provide products that are certified to be **100% eco friendly and biodegradable**.

In order to maximize the value and impact of the movements, up to 80% of profit generated from InCare Asia will be reinvested in supporting Social Projects throughout Singapore and SEA.

# BENEFITS

## Prize

### Total prize SGD 1,000+

- 1st Winner : SGD 1,000 / Rp10,000,000\*
- 2nd Winner : 3 days/2 nights in Bali
- 3rd Winner : 3 days/2 nights in Batam

*\*Under the assumption of 1 SGD = 10,000 IDR*

## Free entry to Pre-event Workshop

In this workshop, top-notch professionals and experts will be delivering materials and sharing their knowledge on various interesting topics which are “Rethinking the Future through Biodegradable Products” and “Beating the Odds in New Market Entry” as well as innovative breakthroughs in their respective specialties that are related to the main competition theme.

## Intercultural Networking

Networking is highly valued for business and professionals. The SEAKers Business Challenge is an ASEAN-scale competition that is participated by participants from universities in Indonesia and Singapore. This is an opportunity to expand your network between fellow participants and the companies involved. Participants who passed the Selection Round will be matched into teams of four (4) that consist of Indonesian and Singaporean members. Thus, this is your chance to work and collaborate in solving real-world business challenges with participants from different countries.

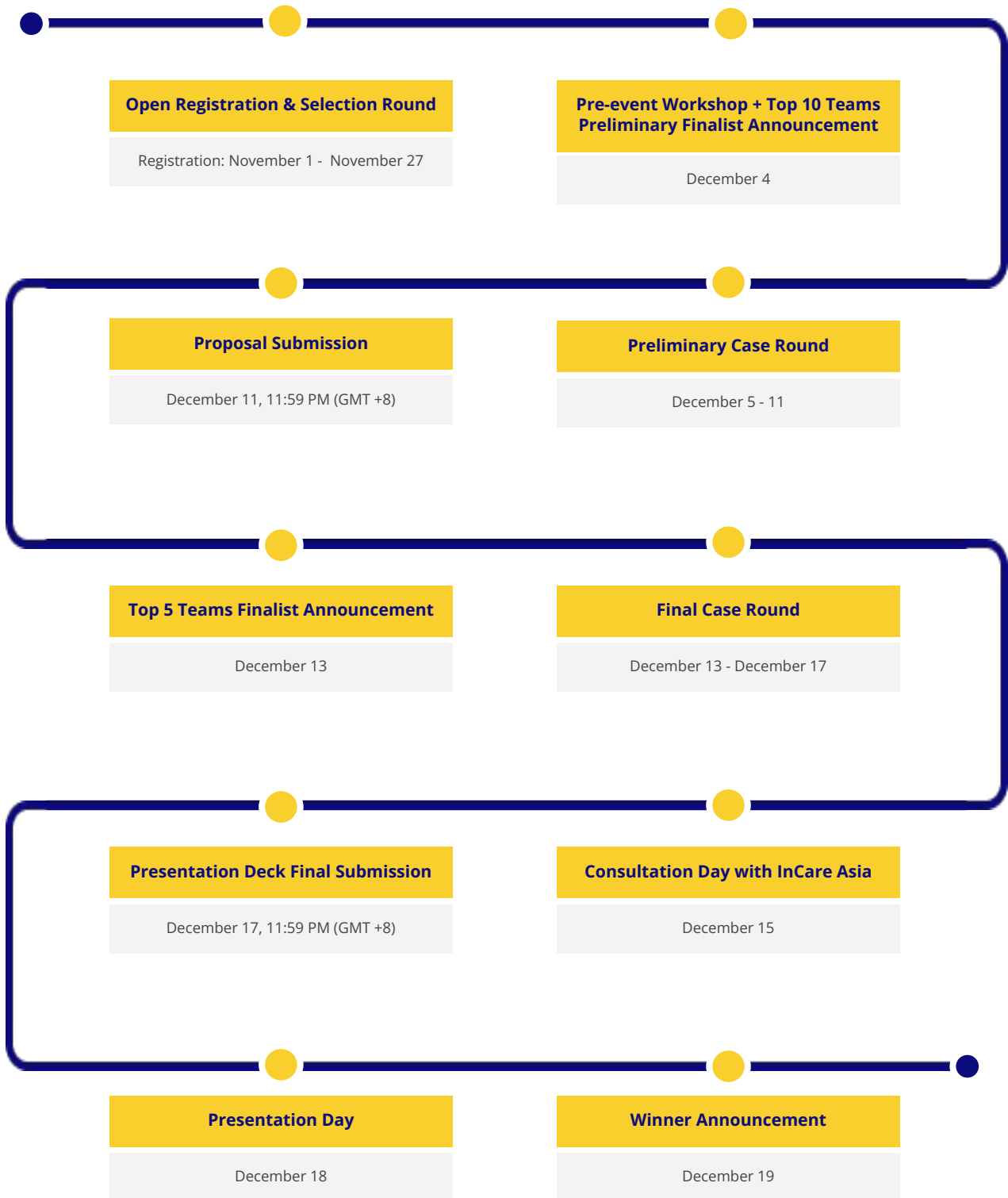
## Game-changing Cross-border Experience

SEAKers Business Challenge designed to maximise the youths cross-border competencies through a series of activities including networking with like-minded individuals and industry experts and tackling real-life business problems to hone way of thinking. Throughout this collaboration, the case contributor aims to bring your disruptive vision to their core business models, a once-in-a-lifetime opportunity to make an impact! This will be your one golden ticket to be one step ahead to get an internship in a professional start-up company.

## E-Certificate from Prominent International Institution

All teams who submit their initial case challenge in the selection round (according to the provisions) will get an E-Certificate as SBC participants. Meanwhile, team finalists who qualify to enter preliminary or final round will receive E-Certificate as top 10 finalists or top 5 finalists, and finalists who become first, second, and third place winners will receive E-Certificates as 1st, 2nd, and 3rd place winners of SBC 2021.

# TIMELINE OVERVIEW



# RULES & REGULATIONS

- |          |   |           |  |
|----------|---|-----------|--|
| <b>1</b> | Each participant must be an active S1/D4/D3 (bachelor) student of a public or private university, with proof of scanned student identification card (KTM).                | <b>10</b> | All team members who pass the preliminary round are required to attend the entire series of the final events.                    |
| <b>2</b> | Participants must register in a team of one (1) or two (2) members.   | <b>11</b> | There will be a total of 5 teams that will advance to the final presentation round.  |
| <b>3</b> | Each participant may only be registered in one team.  | <b>12</b> | All forms of cheating and violations committed by the participants will be subject to sanctions determined by the SBC committee. |
| <b>4</b> | Each team member may belong from the same or different colleges or institutions.  | <b>13</b> | The submitted works belong to the SBC committee.   |
| <b>5</b> | Participants who have registered cannot be replaced and/or represented by anyone else beyond the initial team composition.  | <b>14</b> | The decision of the committee and jury regarding the team formation and/or competition assessment are absolute.                  |
| <b>6</b> | Participants who pass the selection round must confirm attendance within 24 hours after the announcement.   | <b>15</b> | Each participant must upload a poster on each group member's Instagram account and LinkedIn.                                     |
| <b>7</b> | There will be a total of 40 participants (formed into 10 teams) selected from the selection round that will advance to the preliminary round.                             | <b>16</b> | Full payment of the registration fee must be made at the time of registration.   |
| <b>8</b> | The committee has the authority to form teams of four (4) members that consists of Indonesian and Singaporean participants based on the selection round assessment.       | <b>17</b> | Registered participants will not get any refund on their registration fees under any circumstances.                              |
| <b>9</b> | Participants who pass the preliminary round must confirm attendance within 24 hours after the finalist announcement or will be disqualified and replaced by another team. |           |  |



# REGISTRATION FLOW

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1. Every participant is required to share the SBC official poster to their personal LinkedIn. Please read the poster upload terms at <https://bit.ly/SBCPoster>
2. Participants make the registration payment:  
  
**November 1st - November 27th: Rp100.000 or SGD 10/ team**  
 That can be paid to  
 BCA Digital: 000000031317 under the name of **Hans Wibisono Sutikno**
3. Each participant must create an account in SEAKers Hub <https://seakershub.com/> as one of the registration requirements.
4. Team leaders are able to register their team through the link <https://bit.ly/SBCRegisterForm> to complete the personal data of each team member and fulfill the requirements by uploading the required documents such as ID Card, Student Card, CV, proof of registered SEAKers Hub account, proof of uploaded Poster to LinkedIn, and Payment Confirmation.
5. After all of the requirements have been completed, the team leader will receive an email with the Initial Case Challenge confirming that the team has been approved as the Selection Round participants of SBC.
6. All participants must attend the SBC Workshop to receive an announcement for the selected Preliminary Round finalists.
7. All participants in the team must follow Instagram @seakers.id <https://instagram.com/seakers.id> to receive all information regarding the competition.
8. All registration processes can be accessed through <https://linktr.ee/SBCRegistration>.



## CONTACT INFO

For more information, please contact us:

CONTACT PERSON :

Balqis Khalila +62 81297987276

Stay connected with SBC by following us on:

 The Young SEAkera Indonesia

 @seakers.id