Business Case

This document contains the details for the Business Case that your team must complete and submit by final due date in order to be considered for the competition.

Due	Sunday, 31 July 2022 at 11.59pm IST
Word Count	1,000 words ±10%
Format	12-point standard style font, in English, Word or PowerPoint but final submission copy in PDF format

Cover page must include:

- Project name/title
- Team name
- Details for each team member (2-3 members maximum)
    - Name
    - Programme and major/specialisation
    - Year level
    - Faculty
    - Student email address
- Institution name, address and website (URL)
- Email address of International Office
- Name, signature and email address of Academic Advisor
- Date and signature of team members
- Name and signature of Head of Institution
- Institution seal or stamp

Brief

The Sustainable Development Goals (SDGs) present an opportunity for business-led solutions and technologies to be developed and implemented to address the world's biggest sustainable development challenges.

Please see below sample structure of the business case:

- **Sustainable Development Goal (SDG)**
  Specify what SDG your team has chosen to address. What problem are you solving? What challenges and pain points will you resolve?

- **Overview/situational analysis**
  Provide an overview of the business case. Think about how to answer the 5Ws (Who? What? When? Where? Why?) before you start your project.

- **Recommendations**
  After setting the "groundwork", present your recommendations and solutions that are not only creative and innovative but more importantly, they need to be feasible, actionable and sustainable.

- **Financials**
  Provide a financial summary to support the feasibility and sustainability of the proposed recommendation/solution.

Judging Criteria

- Clarity and coherence of the business case
- Originality, quality, and creativity
- Relevance to the SDG chosen
- Community impact
- Realistic and viability of the business idea
- Financial feasibility

Plagiarism

The work that you submit must be your own work. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the worldwide web. A student's work may be reviewed against electronic source material using computerised detection to provide an electronic version of their work for computerised review. In case of plagiarism, the University of Auckland reserves the right to remove the participants from the competition.