



Eco-Biz Dream Project 3

Organised by Alliance Bank Malaysia Berhad

September 2018

Programme Partners



in collaboration with
MIT Sloan Management

Theme: Revitalising the Kerayong River, Kuala Lumpur

Pitch your business idea to tackle the issues at Kerayong River. Your ideas should be able to have an impact on one or all three areas below:



Enhancing or protecting the environment
(**environmental impact**)



Improve the community's quality of life (**social impact**)

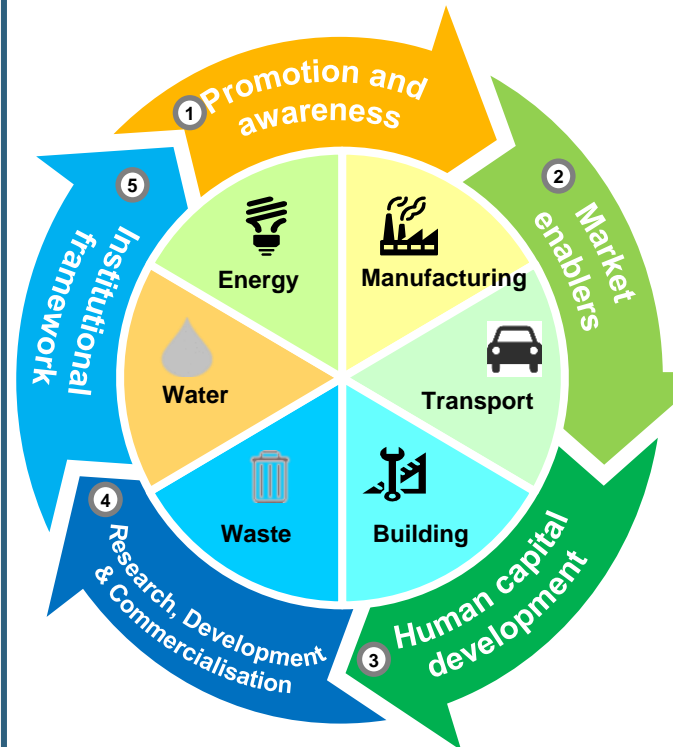


Enhance economic/business development
(**economic development**) in Kuala Lumpur

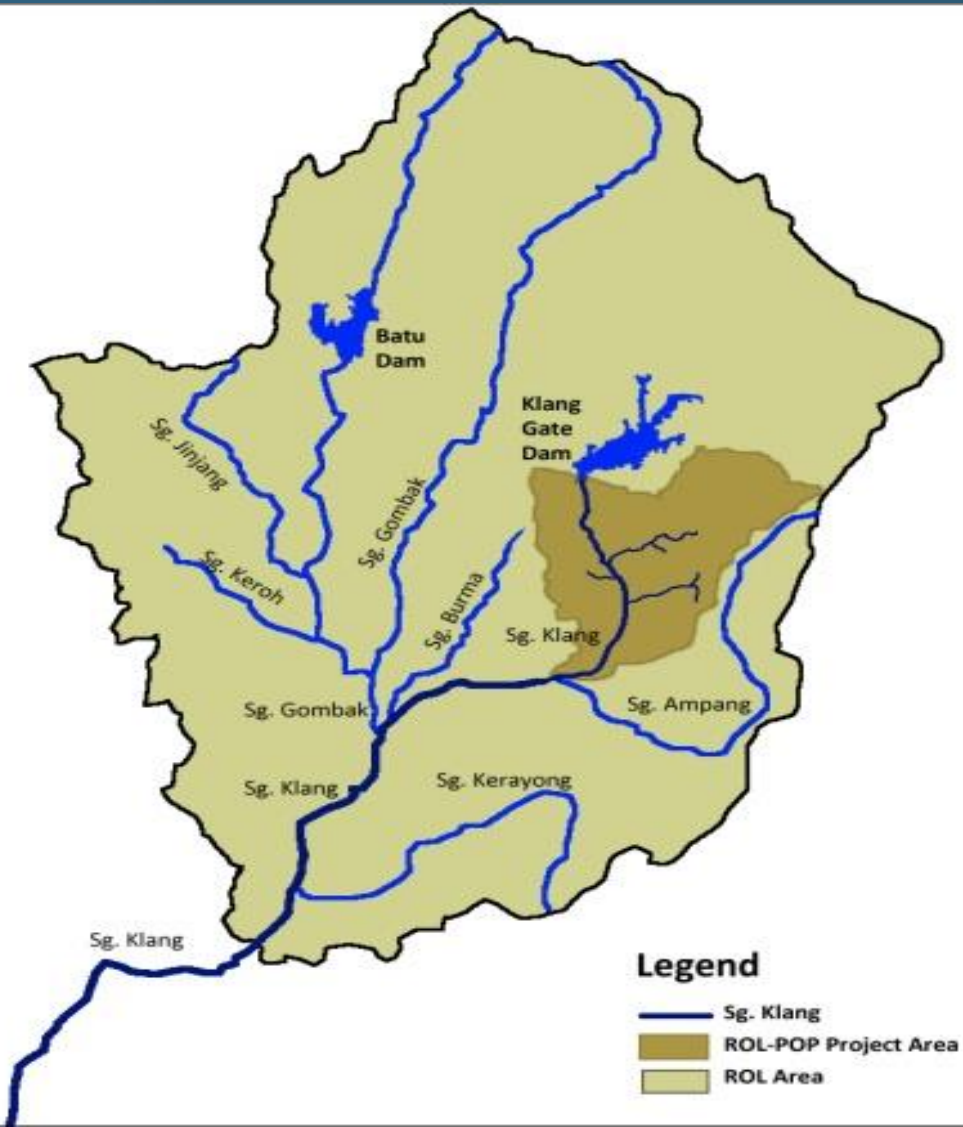


River Project Ideas

Business ideas to be focused on any of the 6 sectors below:



Kerayong River, Kuala Lumpur



2018

2019

CALL FOR SUBMISSIONS
(Sept & Oct)

Online Submissions of Project Concept



- **Launching of Program**
- **Open to receive Submissions** from tertiary students.

- **Roadshows** to selected universities to create awareness and gather submissions from students

- **Selection of Submissions**
- 25 project proposals to qualify to Phase 4.
- 25 teams with 100 participants.

- **Training & Coaching** on Design Thinking Framework & Field Visit
- **Coaches** to guide teams with their projects.

- **Coaches continue** to guide teams with their projects.
- **Selection of 10 Projects** by Coaches to qualify to Phase 6 on 5th Nov.

- **Training & Coaching for Finalists** – Business Canvas Model
- **Coaches** to guide teams with their projects.

- Participants to **test & validate** their product & prepare for finals.
- **Coaches** guide teams with their projects.

- **Pitching of Projects** to Judges
- **5 Winning Teams**
- Award & Closing Ceremony on 9 January 2019

PHASE 1

LAUNCHING

PHASE 2

PROMOTION

PHASE 3

SELECTION STAGE # 1

PHASE 4

WORKSHOP STAGE #1

PHASE 5

SELECTION STAGE # 2

PHASE 6

WORKSHOP STAGE #2

PHASE 7

TEST & VALIDATE

PHASE 8

FINALS

LEARNING & DEVELOPMENT
(Oct, Nov, Dec)

PITCHING
PRESENTATION

18 SEPT

18 SEPT – 16 OCT

18 OCT

25 OCT

5 NOV

17-18 NOV

NOV/DEC

9 JAN
2019

COMMITMENT DATES



CASH PRIZES

Champion: RM 10,000

1st Runner-Up: RM 5,000

2nd Runner-Up: RM 3,000

2x Consolation: RM 1,000

WHAT'S NEXT FOR THE CHAMPION?

- Alliance Islamic Bank will help to secure funding for the implementation of winner's solution.
- Winning team members have the opportunity to implement the idea until fruition together with industry experts and will be rewarded accordingly.

WHY JOIN?

- Training by experts from Asia School of Business in collaboration with MIT Sloan Management
- Exposure to real business tools
- Experiential Learning
- Coaching by Industry Experts
- Cash Prizes

WHO CAN JOIN?

- Age 18 and above
- Must be studying in Malaysia
- Tertiary students:
 - ✓ Undergraduates
 - ✓ Masters
 - ✓ Ph.D
- Read the terms and conditions for more details on the challenge requirement at <http://www.alliancebank.com.my/ecobiz>

HOW TO JOIN?

VISIT HERE FOR MORE INFO:

<http://www.alliancebank.com.my/ecobiz>

SUBMIT YOUR ENTRIES ONLINE AT:

<http://bit.ly/ecobizform>



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IF YOU COULD RUN A PROJECT TO REVITALISE THE KERAYONG RIVER, WHAT WOULD IT BE?

PITCH US YOUR WINNING ECO-BIZ FRIENDLY IDEAS

SUBMISSION CLOSING DATE: 16 OCTOBER 2018

First Prize: RM10,000

Second Prize: RM5,000

Third Prize: RM3,000

Consolation Prize x 2: RM1,000

Form a group of 4 or 6 and name your team.

Produce a Concept Eco Proposal based on the theme.

Pitch your sustainable environmental and business project, how it works and its impact.

Submit your entry form at: <http://bit.ly/ecobizform>

For enquiries, please email to ecobiz@alliancefb.com

Alliance Bank Eco-Biz Dream Project Submission Form

* Required

Team Name *

Your answer

University Name *

Your answer

Team Leader's Name *

Your answer

Team's Contact Number *

Fill up the Form

Contact Us for More Information:



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