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18 December 2015

# The SIM GE-UPH Business Plan Competition 2015

The SIM GE-UPH Business Plan Competition 2015 - Final Round held on December 5th, 2015

In the year 2015 event of the Business Plan Competition that held by SIM GE – UPH Business Program, teams from 17 well-known high schools across Indonesia had done their best to prove themselves as the best startup entrepreneur. Submissions has been pouring in since the opening of the competition in early October 2015, resulting in 57 business plan ideas.



Dolce Vita Beauty Van Team from SMA Kr. Petra 1



Once Upon a Time Team from IPH School West



Bubu (Innovation Organics) Team from SMA Kr. Petra 1

After stages of selection by the judges, a decision has been made on 30th November 2015 that only 3 of the best teams will compete in the final and awarding day on 5th December 2015 and they are Bubu (Innovating Organics) team & Dolce Vita Beauty Van team from SMA Kr. Petra 1; and Once Upon a Time from IPH Schools West. Also, judges decided outstanding performer to be honored with the Merit Award, the nominees are Auspicious (Kompact) team from SMA Kr. Gloria 1, The Maze Runner Team (Free the Universe) team from SMA Kr. Petra 2, and Fancy Chocolate team from SMAK Untung Surapati Sidoarjo.



On the final and awarding day, the 3 team presented and elaborated their business plan to the panel of judges. Attended on the day to judge the competition are Mr. Anand Govindaluri (Managing Director & CEO, Govin Capital Pte Ltd), Ms. Lim Mei Mei (Director, Business & Marketing Realties and Special Projects, SIM GE), Ms. Mariette Widhi Kurniati (Director, PT Farindo Jaya Sejahtera), and Mr. Ronald Suryaputra (Vice President I, UPH Surabaya). And thus, the judges elaborated and decided to confer the Champion title to Dolce Vita Beauty Van, 1stRunner Up to Once Upon a Time, and 2nd Runner Up to Bubu.

Business Plan Competition is an annual event by SIM GE – UPH Business Program in which teams of high schools students guided by a mentor compete in submitting fresh and original ideas of a business startup. Prizes for champion team includes 3 Full Scholarships to the SIM GE – UPH Business Program, 4 days 3 nights trip to Singapore, and cash prize of SGD 1,000.

Contact UPH Surabaya

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