

# THE BUSINESS --- GAME

Sant'Anna

III Edition Spring 2019



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Scuola Universitaria Superiore Pisa





# JEBE Sant'Anna

Junior Enterprise  
Business & Engineering

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The Junior Enterprise founded by the students of the Sant'Anna School of Advanced Studies in Pisa, offering academic excellence to the business world.



Member of JADE Europe and the AEBG network



20 students challenging themselves to offer consulting services



Meritocracy, Diversity and Entrepreneurship are our core values



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# Our Business Game

The only **real-life business competition** organised in Italy, part of the AEBG, the Alliance of European Business Games. Throughout the past two editions, we collaborated only with the **best partners**, to create with them something unique.



The participants are going to be challenged with engaging cases, aimed at creating effective business ideas.



2 days



4 challenges in house  
1 online challenge



60 international students

Our previous corporate sponsors

*I Edition:*



*II Edition:*



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# The Event

Two days of challenges with the partners, interviews, networking sessions and fun.

## April 9<sup>th</sup> 2019

- 8:00-9:00  Welcome and Introduction
- 9:00-12:45  1<sup>st</sup> Challenge
- 12:45-13:45  Walking Lunch
- 13:45-14:45  Networking
- 14:45-18:00  2<sup>nd</sup> Challenge
- 18:00-18:30  Networking
- 18:30-20:30  Presentation and Evaluation  
1<sup>st</sup> and 2<sup>nd</sup> Challenge
- 20:30-22:00  Dinner and Networking

## April 10<sup>th</sup>, 2019

- 8:00-12:45  3<sup>rd</sup> Challenge
- 12:45-13:45  Walking Lunch
- 13:45-14:45  Networking
- 14:45-18:00  4<sup>th</sup> Challenge
- 18:00-18:30  Networking
- 18:30-20:30  Presentation and Evaluation  
3<sup>rd</sup> and 4<sup>th</sup> Challenge
- 20:30-23:00  Award Ceremony and Dinner
- 23:00-onwards  Final party



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# The Business Gamers

We select for You **60 highly motivated students** coming from prestigious Italian and European universities.

- different backgrounds
- 11 nationalities (BG Spring 2018)
- no fees for all the participants
- 20 of them are granted a merit-based accommodation scholarship



“The two days spent in Pisa have completely changed my perspectives and my future objectives. (...) The BG allowed me to test myself and being the winner of the last edition made me understand the importance of **creativity, passion** and **courage** to be successful.”

Annalisa A. Baiardi  
*Winner of the BG Spring 2018*



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# Being our Sponsor

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- Full access to the CVs of the 60 participants
- Propose your Challenge to the participants
- Stall in the main cloister of our School
- Your Presentation to the participants and to the Sant'Anna Honours students
- Interviews with the gamers and the Sant'Anna Honours students
- Opening and closing ceremonies and Awards

Conditions, details of the partnership and price are customisable.



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# Being our **Main Sponsor**

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- You as Main Brand
- Suggest your test for the applicants and select with us the profiles of our 60 participants
  - Full access to the CVs of the gamers and the interested Sant'Anna Honours students
- Propose your Challenge to the participants
  - Stall in the main cloister of our School
- Your Presentation to the participants and to the Sant'Anna Honours students
- Interviews with the gamers and the Sant'Anna Honours students
- Opening and closing ceremonies and Awards

Conditions, details of the partnership and price are customisable.



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✉ [info@jebe.it](mailto:info@jebe.it)

in [jebe-sant'anna](#)

f [jebesantanna](#)

@ [jebe.santanna](#)

# THE BUSINESS GAME



Andrea Cappelli  
President



Michele Bellisario  
CEO



Pier Francesco Zari  
Project Manager



Davide Liverani  
Treasurer

**JEBe** Sant'Anna

📍 Piazza Martiri della Libertà, 33  
56127 Pisa (PI), Italia



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