THE BUSINESS GAME

Sant’Anna

III Edition Spring 2019
JEBE Sant’Anna
Junior Enterprise
Business & Engineering

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
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:

Microsoft

II Edition:

IBM
# The Event

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

**April 9th, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00</td>
<td>Welcome and Introduction</td>
</tr>
<tr>
<td>9:00-12:45</td>
<td>1st Challenge</td>
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<tr>
<td>12:45-13:45</td>
<td>Walking Lunch</td>
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<tr>
<td>13:45-14:45</td>
<td>Networking</td>
</tr>
<tr>
<td>14:45-18:00</td>
<td>2nd Challenge</td>
</tr>
<tr>
<td>18:00-18:30</td>
<td>Networking</td>
</tr>
<tr>
<td>18:30-20:30</td>
<td>Presentation and Evaluation</td>
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<tr>
<td>20:30-22:00</td>
<td>Dinner and Networking</td>
</tr>
</tbody>
</table>

**April 10th, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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<tbody>
<tr>
<td>8:00-12:45</td>
<td>3rd Challenge</td>
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<tr>
<td>12:45-13:45</td>
<td>Walking Lunch</td>
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<tr>
<td>13:45-14:45</td>
<td>Networking</td>
</tr>
<tr>
<td>14:45-18:00</td>
<td>4th Challenge</td>
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<td>18:00-18:30</td>
<td>Networking</td>
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<tr>
<td>18:30-20:30</td>
<td>Presentation and Evaluation 3rd and 4th Challenge</td>
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<tr>
<td>20:30-23:00</td>
<td>Award Ceremony and Dinner</td>
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<tr>
<td>23:00-onwards</td>
<td>Final party</td>
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</tbody>
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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*
Being our **Sponsor**

- 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.
Being our **Main Sponsor**

- 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.