



EY

Building a better
working world

Contest Rules

EY Business Game Competition 2016

General

“**EY Business Game 2016**” (hereinafter **EY BG 2016**) is a **Business Game Competition** organized by **EY** in Italy and Spain.

The aim of the Competition *is to stimulate creativity, to encourage, and to give real training opportunities to young talented students.*

To enter the competition, participants can register at **Skillgame** according to the rules under ART. 4.

The first 240 teams classified at Skillgame can participate in the Business Game competition that takes place online, as described in ART. 4.

At the end of the 12 tournaments of Business Game, Contest Idea begins, during which every team will have to convince the jury about the quality of an idea / project in a concise, clear and effective way (through the elevator pitch methodology)

ART. 1 – ELEGIBILITY

The event EY BG 2016 is addressed:

- **In Italy:**

- Students enrolled in a Degree course in Economy, Engineering and Computer Science of all Italian Universities, (online universities are excluded).

- Graduate students (who have graduated maximum 6 months before the publication of the Regulation) –and have a degree in one of the above mentioned faculties from Italian Universities (online universities are excluded);

- **In Spain:**

- Students that are enrolled in Estudios oficiales de grado in Economics and Ingeneering and all students that are enrolled in a **Másteres Universitarios** program in one of the above mentioned faculties.

In particular, the Degrees listed in the Appendix are accepted

ART. 2 – REGISTRATION AND PARTICIPATION

To join EY BG 2016 it is necessary to register and participate in the Skillgame, www.eybusinessgame.com, as described in ART. 4.

The EY team reserves the right to, at any time verify the authenticity of the information entered during the registration process by analyzing the CV.

ART. 3 – DURATION AND TIMING

EY BG 2016 is organized in three steps:

- **Skillgame**

time up to 30 minutes within the terms defined in art.4;

- **Business Game Competition**

4 simulation rounds

12 simultaneous tournaments according to the schedule defined in the "Timeline" section of the website

- **Contest Ideas**

the event lasts one day, according to the schedule defined in the "Timeline" section of the website.

The first step includes participation in **Skillgame**, or 24 multiple choice questions on different level of 4 thematic areas: Emerging Technologies, Business Keywords Logical Thinking, Business Planning. Each question is associated with a progress bar that indicates the time. Each participant must be part of a team. Teams are formed by contestants inviting colleagues to the competition from their own universities, through the website **www.eybusinessgame.com** or by joining an already established team. The procedures for registration and participation are described in art.4. The maximum duration time for this first step is 30 minutes.

During the second step, the 240 best teams classified at Skillgame participate in the **Business Game Competition**, a management simulation game in which 1,2, ... n team / companies compete with the aim of becoming the market leader and increasing the equity value of their holdings. The 240 teams are divided into 12 tournaments of business games taking place simultaneously. The duration of the Business Game is 4 simulation rounds.

The best teams (the winners of the 12 tournaments of Business Game Competition) will compete in the third and final step, Contest Idea. The Team of EY BG 2016 will suggest a contest to participants: in a concise, clear and efficient way (through the elevator pitch methodology) every team will have to convince the jury about the quality of an idea / project. Contest Idea event takes place EY headquarters in Milan.

ART. 4 – HOW TO PARTICIPATE AND BE SELECTED FOR EACH STEP

Following is a description of the activities for the participation and procedures of selection for every step.

ART. 4.1 – STEP I: SKILLGAME

4.1.1 How to apply for EY BG 2016 event

To access the first step, all participants must register for the competition through skillgame on the following web page: **www.eybusinessgame.com**.

Each participant registering for Skillgame must submit the names of a minimum of 2 to a maximum of 4, colleagues of the University or join an already established team, which will consist, of a minimum of 3 to a maximum of 5 people. In fact, at registration it is requested to include a minimum of two email addresses of participants with whom you want to form a team. You can not register individually or submit a single team member.

The participant, by registering and inviting other members, is considered the team leader.

The members of the team submitted, will receive an email invitation which they can accept or decline.

In the case that no member who has been submitted by the group leader actually joins the team, registration is void for all participants (including the team leader).

The team is admitted to the competition, only if it is made up of at least three participants (including the leader).

The Skillgame must be carried out by the group: when the team confirms registration, that is, when all members (at least 3) have confirmed their position in the team, the leader will have access to the test, which will be completed by the group. After the test, the system provides the overall score. The best 240 teams have access to the Business Game Competition step. The ranking of Skillgame is unique for Italy and Spain.

It is not possible to join more than one team.

The leader cannot create more than one team. It is not possible to cancel the registration of a team.

It is possible to change (from the time of entry and up to the confirmation of the team) the set up of the team, by replacing members who have not yet joined the team.

All members that have been accepted are asked to send their CV, as follows:

- the Italian participants, have to upload their CV on the following site: **www.ey.com/it/careers** by applying at EY Business Game 2016.
- Spanish students , will be able to send their CV by email to **eytalent@es.ey.com**, with subject "EY Business Game".

The leader of each team must send their CV as described above, and upload a photo of their team.

4.1.2 Information regarding SKILLGAME step

Skillgame consists of 24 multiple choice questions in four thematic areas: Emerging Technologies, Business Keywords, Logical Thinking, Business Planning. The questions have a different level of complexity, and each of them is assigned a different score. For each thematic area there are two questions of 3 points, 2 questions of 2 points, and 2 questions of 1 point. Each question has a time limit (indicated by a progress bar that keeps track of time) for answering. If the answer is not furnished within the time limit, there is no

score. The maximum score is 48, obtained by the total of the individual questions. With the same score, it is considered the total time taken to complete the game.

Skillgame is accessible only to the leader of the team: together with the other members, the leader, by accessing the skillgame platform, can carry out the test.

Once the game starts it cannot be interrupted.

It's not possible to repeat the Skillgame test.

At the end of Skillgame, each team can view the profile of the overall competence for each single thematic area, and the total score obtained.

Skillgame is in English.

4.1.3 How to overcome the Skillgame step and enter the Business Game Competition

In order to access Business Game Competition, the team must overcome skillgame, or get a score that includes them in the first 240 ranked teams among all participants in the competition. The ranking of Skillgame is unique for Italy and Spain.

Those admitted to the next stage are contacted via email: the list is published on the following site **www.eybusinessgame.com**.

All members that have been accepted are asked to send their CV, as follows:

- the Italian participants, have to upload their CV on the following site: **www.ey.com/it/careers** by applying at EY Business Game 2016.
- Spanish students, will be able to send their CV by email to **eytalent@es.ey.com**, with subject "EY Business Game".

The leader of each team must send their CV as described above, and upload a photo of their team.

ART. 4.2 – STEP 2: BUSINESS GAME

4.2.1 – Information regarding BUSINESS GAME COMPETITION

There will be twelve tournaments for Business Game Competition, the first 240 teams which were classified in the Skillgame step.

Each team represents a simulated firm.

The Business Game Competition follows the following pattern:

team building for rounds of the Business Game: 240 teams are divided into 12 tournaments of 20 teams /simulated firms;

presentation of the competitive scenario through video presentation and game handbook.

the start of simulation rounds and debriefing period. The Business Game simulates two years of management of an ICT company, divided into four decision steps, each 6 months simulated. In each round of the simulation the team must decide its strategy through a "set of decisions." At the conclusion of each round there will be a period of debriefing, with insights, analysis and feedback on strategies and decisions taken and their results;

presentation of results and final debriefing. At the end of the game there will be a debriefing, with a final analysis of game performance. And then, the final results and the 12 winning teams that will participate in the third and final phase of **EY Business Game Competition 2016** are published.

4.2.2 – How to overcome the Business Game Competition step and have access to the Contest Idea step

For each tournament of Business Game Competition a winning team is selected on the basis of which team has the the highest business equity value. Twelve teams or winning teams/firms of the Business Game tournament are allowed to enter the Contest Idea step.

ART. 4.3 – STEP 3: CONTEST IDEA

At the second step of EY Business Game Competition 2016 edition are admitted the 12 winning teams of the rounds of Business Game Competition. The Staff of EY BG 2016 will suggest a contest to finalists: the different teams will work on their own idea and will present their own work in a concise, clear and efficient way (through the elevator pitch methodology) during the final at the EY headquarters in Milan. Every team will have an EY Mentor that will help during the development of the contest. A jury will evaluate the idea/project of every team and declares the winning team. The evaluation criteria of the projects is made known to the teams at the starting phase of the contest .

The Contest Ideas' event will take place at the EY headquarters in Milan, according to the "Timeline" section of the website.

Italian finalists that are from outside the Lombardy area, travel expenses from their cities to the EY office in Milan, located in Via Wittgens 6, will be paid for a total amount of 150 €.For reimbursement of travel expenses it is necessary to send to EY a copy of your identity card, social security number and home address, and your personal travel tickets, originals must be sent by registered mail with return receipt within Thursday, July 14, 2016 at EY Italy, via Wittgens 6, 20123 Milano.

For Spanish finalists, EY Spain will book for them travel tickets to participate at final in Italy.

ART. 5 – OPPORTUNITIES FOR PARTICIPANTS

1. The first 240 classified teams that have passed Skillgame are involved in the Business Game Competition: a chance to socialize with the members of your team and compete against teams from other Italian and Spanish universities

2. The twelve winning teams of the Business Game Competition have the **opportunity to present their idea / project to leading figures during the final day organized by EY and be accompanied by an EY Mentor.**
3. **The team that is classified first will have the opportunity to undertake an internship of 3 months in one of the EY offices in Italy or Spain.**

ART. 6 – PERSONAL DATA

In accordance with current legislation on data protection, we hereby inform you that, pursuant to art. 13 of Legislative Decree no. 196 dated 06/30/2003, the company Artémat Srl, on behalf of EY, intends to acquire or have already acquired personal data concerning you. The processing of such personal data has to do with the purpose of our business and the project itself. It is possible to give written permission for the processing of personal data for the purposes mentioned above, by Artémat Srl with headquarters at Pio La Torre 36 - 87100 Cosenza, during registration phase for Skillgame.

The personal data collected under the present initiative will be treated in accordance with the provisions of the Privacy Policy which you agree to when you register for Skillgame and available on the **www.eybusinessgame.com**.