

15th EDITION

IQ INNOVATION
QUEST

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- 01** What is eJoventut ?
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01 What is eJoventut ?

Refers to a **Junior Consulting Enterprise** run by students of **ESADE** Business School.

It was founded in **1985** in Barcelona as a non-profit association by former ESADE students who are now professors or global business leaders.

TWO MAIN MISSIONS

- Enable students to carry out consultancy projects.
- Create a bridge between the academic world and the real companies.

Companies that have already **trusted us**: Google, PepsiCo, SEAT, Banc Sabadell, MUJI...

Our Board Members:



Juan de Figarolas
President



Jana Montané
Vice-President



Ariadna Martín
Secretary - General



Aldo Rovira
Chief Accountant



Joan Ribalta
Board Advisory

01 What is eJoventut ?



Our **team** is formed by a group of 30 ESADE Business & Law School students, who aim to provide companies with an innovative and creative view of their reality.

02 What is the Innovation Quest?



It is the **largest event** organized by an association **at ESADE** for the **top 300 National and International ESADE students**. The event consists in a **4-day-programme** including:

- **CONFERENCES - Friday 8th November**
- **WORKSHOPS - Saturday 9th November**
- **TEAM BUILDING ACTIVITIES - Sunday 10th November**
- **BUSINESS CASE COMPETITION - Monday 11th November**
 - Case competition with 12 established companies from various industries
 - Each company presents a business case to a group of 20 to 30 students
 - Students divided into 5-member groups, competing throughout the day to solve the case
 - Groups present solutions to the company in the afternoon
 - The company acts as the judge, selecting the most effective solution

02 WHERE & WHEN?



From FRIDAY 08/11/2024
To MONDAY 11/11/2024

02 WHO will participate?



300 National and International Students from Business & Law Degrees

02 What is the Innovation Quest?

LAST YEAR'S CASE COMPETITION SCHEDULE:

08.00 - 09.00	COMPANIES CASE STUDY PRESENTATIONS
09.00 - 15.00	CASE RESOLUTION - STUDENTS
13.30 - 15.00	COMPANIES LUNCH
15.00 - 17.30	CASE RESOLUTIONS PRESENTATIONS
18.00 - 20.00	CLOSING CEREMONY

**Please note that this schedule is not definitive for this year and may be subject to changes.*







03 Why Should Your Company Participate?



RECRUITMENT

You will have the valuable opportunity to observe and engage with a group of exceptionally talented ESADE students, allowing you to identify potential future candidates for your organization.



PUBLICITY

Opportunity to publicize your company and be seen as an enterprise that attracts young talent.



INNOVATIVE SOLUTIONS

Take advantage of carefully recruited and motivated participants willing to work exclusively for your company in order to find creative and useful solutions to your problems.



CREATE AWARENESS AND INTEREST

Towards your company and its industry, as a valuable option for students to start their professional path.



OPPORTUNITY TO BUILD A BUSINESS RELATIONSHIP WITH ESADE

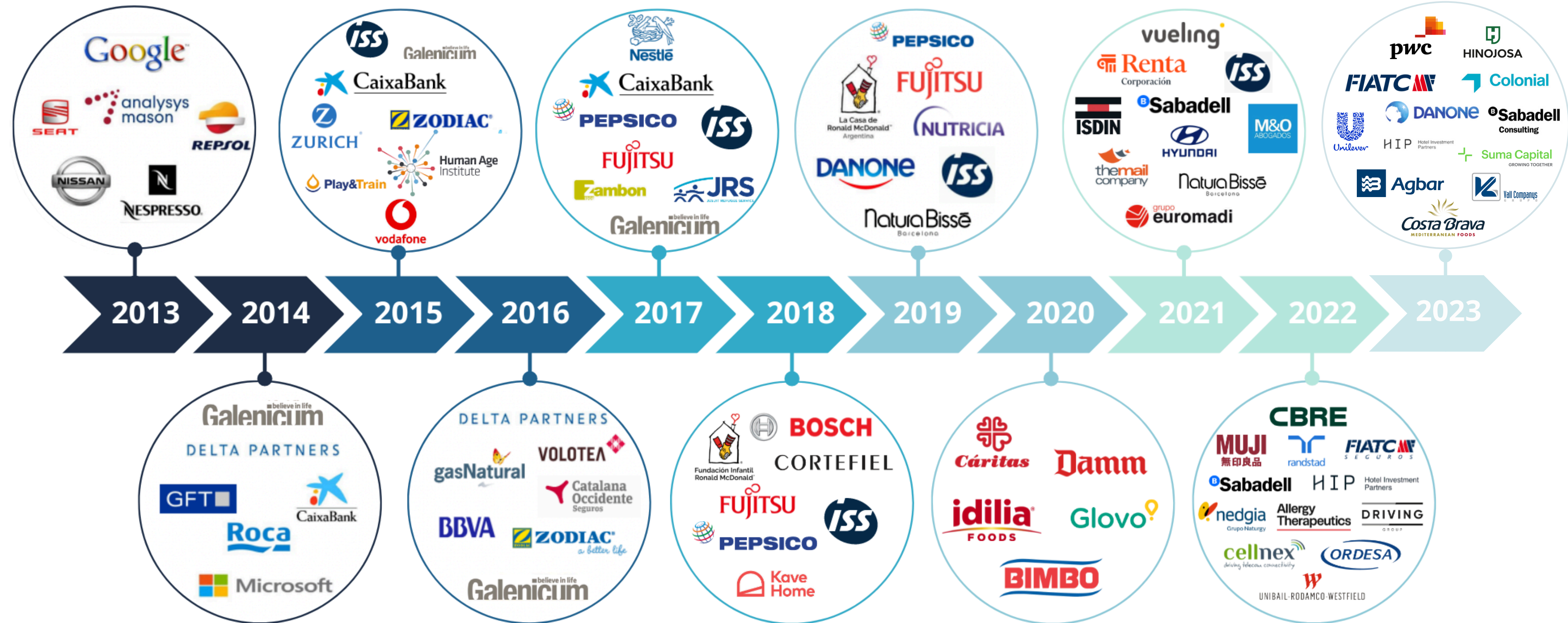
That could be expanded in a future.



EDUCATIONAL COMMITMENT

You will contribute to boost student's academic and professional career.

03 Companies That Have Already Trusted Us



04 How Can Your Company Participate?



BUSINESS CASE

Propose a case that our participants will solve as consultants, providing innovative solutions to real or potential issues your company may want to tackle.

- **Company Introduction:** Provide a brief overview of the company, including its name, industry, mission, and any key achievements or unique selling points.
- **Market:** Describe the target market or industry the company operates in. Highlight any relevant market trends, size, growth potential, and key competitors.
- **Context & Problem:** Present the specific situation or context that led to the identified problem. Explain why this problem is significant and what impact it has on the company or its stakeholders.
- **Main Question:** Clearly state the main question or challenge that needs to be addressed. This should be the central focus of the discussion or analysis that follows.



ATTENDANCE & FEEDBACK

The assistance of two employees of the firm is required to evaluate possible doubts that participants may have during the case competition, maximizing and ensuring that you can interact firsthand with students with potential and observe their work dynamics (only for the Case Competition, on Monday).

!!! We are aware and understand that the company's employees are busy and might have work to do. Hence, throughout the day, you have a room reserved in your name with Wi-Fi, which you can access at any time, for meetings or to work if necessary.



PRIZES

Partners are asked to prize winner contestants, first through a recommendation letter from the Company, and then with other prizes that can be gently offered.

04 How Can Your Company Participate?

Assistance provided by Projects

Guidance

Help the company **define the right strategic approach for its business case**. By understanding these aspects, the Projects Department can **guide the company in structuring** and developing the business case.

Follow-up & Assistance

This involves providing **continuous feedback** to the company, through **meetings** and a constant exchange of **emails**.

Moreover, **attending to specific requests** from companies.

Final Review

In-depth review of the business case presented by the company. This involves evaluating the **structure, content** and **overall coherence** of the case.

24/7 Availability*

By providing 24/7 availability and **flexibility** in terms of **consultations** and **meetings**, the project department provides **FULL support** throughout the business case development process.

The Projects Department will provide support and assistance to all those companies that need it to create the case that the students will solve as consultants.

04 How Can Your Company Participate?



PAST YEARS BUSINESS CASES

- What strategies and approaches should xxx implement to effectively engage and persuade newcomers, focusing on increasing revenue streams, marketing strategies, and commercial activities?
- Could this be a new opportunity for the company? How could xxx benefit from the connected vehicles market and deliver a profitable service?
- How will commercial units redefine in the post-pandemic era, and how can xxx take advantage in this asset class from a Real Estate perspective?
- How might we help xxx create, activate, maintain, and retain a powerful energy eco-system with MarketGas as a dynamic hub? Please make a realistic 1-year plan that includes: Partnership, Communication, and all other aspects you think are relevant.



04 How Can Your Company Participate?

CORPORATE PARTNERSHIPS

MAIN PARTNERS

€ 4,500

PARTNERS

€ 3,500

*VAT not included

Students are required to pay a fee to partake in the event

BENEFIT	MAIN PARTNERS	PARTNERS
CV BOOK	Access to WINNING PARTICIPANTS CV book. (Or FULL CV book if preferred).	Access to WINNING PARTICIPANTS CV book.
PROMOTION AND VISIBILITY	<ul style="list-style-type: none"> • Social media: Instagram, LinkedIn, eJoventut website. • IQ t-shirts with logos: 300 students will be wearing them for a whole day. • Presence on full format roll-ups, placed strategically in the main entrance of the university. <p>*BIGGER logos and STRATEGICALLY positioned to be more seen (UPPER SECTION)</p> <p>*PERMANENT posts and MULTIPLE stories</p> <p>Also:</p> <ul style="list-style-type: none"> • Opportunity to bring company's products for the WELCOME PACK and promote them. • Opportunity to set up a STAND in order to raise awareness. 	<ul style="list-style-type: none"> • Social media: Instagram, LinkedIn, eJoventut website. • IQ t-shirts with logos: 300 students will be wearing them for a whole day. • Presence on full format roll-ups, placed strategically in the main entrance of the university.
GROUPS	Between 6-7 groups of participants.	Between 4-5 groups of participants.
PROJECTS DEPARTMENT SUPPORT	FULL support of our Projects Department in the construction of the case.	Support of our Projects Department in the construction of the case.
EXTRA	Opportunity to give a speech at the Final Gala.	

Remember...

None of this would be possible without companies who believe in the project.



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Do You?



FOR FURTHER QUERIES DO NOT HESITATE TO CONTACT US!

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