



ebec
CHALLENGE
MOSCOW

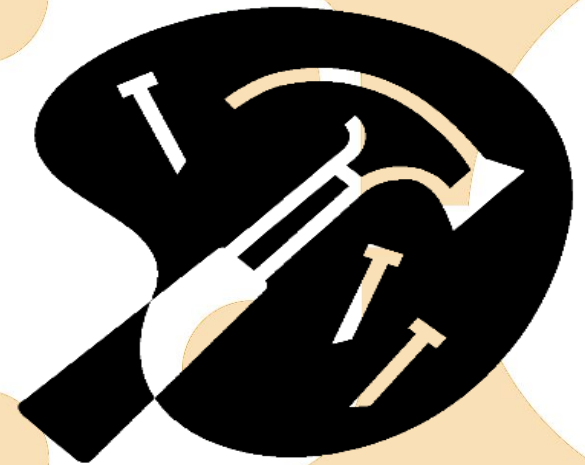
CASE STUDY 2017

1st page: Information about your team

On this page you have to put:

- Name
- Original/unusual team photo
- Motto
- Logo

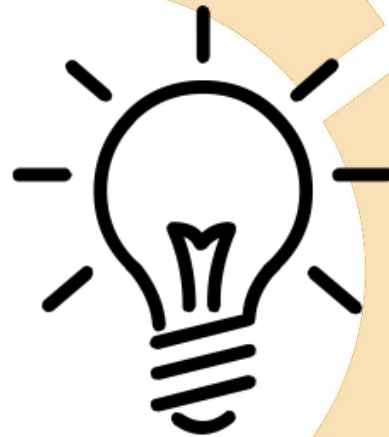
Show how creative you are!



2 – 5th page: *Slides - Presentations*

On these pages you have to show your solution to our tasks & present it!

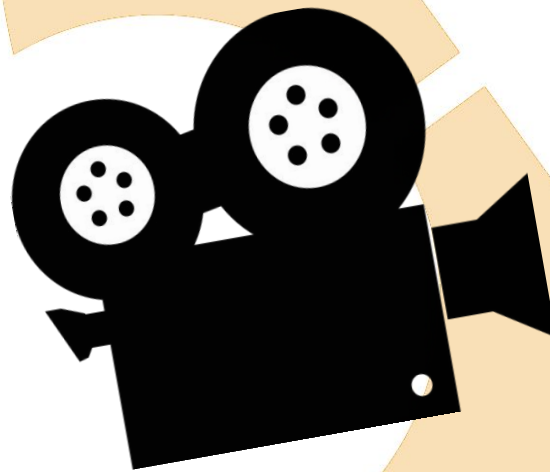
If you want to participate in EBEC'17 you should be as magnificent as possible!



Do you wanna win in “The BEST video” nomination?

***Make short video (less than 1 min)
about your team!***

Show us your **team spirit!**



Our main task (70 Points)

«New Chance»

Probably you often heard about this situation, that the old Soviet sanatorium or boarding house is in a deplorable state. It does not bring profit, it falls apart and even elderly people do not go there anymore. And if there is no sea nearby or at least a lake, then everything is completely bad.

Your task will be to develop a plan according to which the administration of the sanatorium can again return profits to its business.
(use your imagination and be creative!).

What solution for this problem can you suggest?

Extra task (30 Points):

Think about how to make this place popular not only for the adult population but also for the youth.

Enjoy!

Our requirements

- Presentation shouldn't include more than 5 slides (except introduction slide and “thank you “ slide)
- Describe the main idea & task solving steps
- Point out the advantages and disadvantages of your solution
- Text of your presentation must be in English

Evaluation criteria & requirements

Page 1

Main requirements:

- 1) The presentation must be made in Microsoft Power Point (*.ppt;*.ppx). **Do not use a pop up windows to a slide!**
- 2) Text of your presentation must be **in English!**

Main criteria:

1. Creativity

How interesting and *unusual* the idea developed by team.

2. Originality

How new is the idea presented by teams. Are there any analogs in the world (the more there are analogs the less points you will receive).

3. Skills & knowledge

- **Idea viability**

The idea demand to be evaluated now.

- **Economic expenses**

How expensive is the process of implementation your idea.

- **Completeness of presentation**

How the team could explain the main idea.

4. Approachability

How the presentation is clear for other people.

5. Design of presentation

How the formalization of the presentation is complete, how structurally the team has used Power Point (it's requested not to overload presentation, because it will be also estimated if the presentation looks attractive).

Our contacts

***BEST Moscow wishes you good luck,
hard work and tons of creativity. We will
be glad to see you at EBEC Moscow
2017!***



If you have questions - don't hesitate to contact us!

Write on igor.drogaytsev@best-bmstu.ru with Subject: [EBEC question] Team Name

Or visit our site: ebec.best-bmstu.ru/contacts/

Task – Responsible: Igor Drogaytsev