The Bangkok Business Challenge at Sasin

Ian Fenwick, Director
Sasin School of Management
A LONG AND WINDING ROAD...

2002: Bangkok Business Challenge launched for teams from Thailand

12 teams

16 teams

2007: Bangkok Business Challenge goes regional, welcoming teams from across Asia

2008: Bangkok Business Challenge goes global

2010: Sustainability becomes a judging criterion (20%)

2015: H.R.H. Maha Chakri Sirindhorn’s Sustainability Award

“The venture meets the needs of the present without compromising the ability of future generations to meet their own needs through cutting edge/innovative, comprehensive, and measurable sustainability processes that encompass all of the venture’s business operations.
Trade show booths

Buddies & Alumni mentoring

Business Plan Presentations

Elevator pitches
Global Reach
2019 applicants: 71 Teams

47 countries
6 continents
29 schools
Format of 2019 Competition

Round 1: Pitch Deck + 60-Second Video Pitch
Top 19 Teams

20 Semi-finalists: 4 Groups, 5 Teams each; 10-mins presentation + 10-15 mins Q&A
Winner of each Group

6 Finalists: 30 mins 5 min protected

Thailand Track: top 6 teams from academic institutions in Thailand, not already in semi-finals

1 Thailand Track Team

Play-off Round: 2 Groups, 4 Teams each. 25 mins 5 min protected
2nd, 3rd of each group

Winner of each Group

60 second pitch

6 Finalists: 30 mins 5 min protected

Sustainability Award: 1 Group, 4 Teams. 25 mins 5 min protected

Trade show booths
“real-time snapshot hyperspectral imaging”
Instantly identifies chemical composition of an area or subject. 2014, the founder, Allison Lami Sawyer, became one of Forbes 30 under 30.
working with over 1,000 small-scale farmers; to achieve 14 times higher incomes; from USD 4 to USD 6 per day; also farmers’ and their families health improves, thanks to the nutritious Jasberry rice that they grow.
February 20-22, 2020

SCG Bangkok Business Challenge @ Sasin

Scaling Impact Through Innovation

SCG Bangkok Business Challenge @ Sasin
Asia's ONLY Global Postgraduate Startup Competition

February 20-22, 2020 @ Sasin School of Management