



HKICPA Business Case Competition 2023 Submission Guidelines for Written Proposal

Submission Deadline: 15 October 2023 (Sunday), by 23:59

- Each team should submit a written proposal in English with a **maximum of 15 pages** including:
 - A table of content (目錄)
 - An executive summary (**Not more than 3 pages**)
 - A financial analysis
 - Appendices and references
- The content (內容) of the written proposal should **NOT** include the names of team members and tertiary institution.
- Please adopt the format below for the written proposal:
 - Font: Arial
 - Font size: 12
 - Line spacing: 1.5 lines
 - Paper size: A4
 - Margins: 1 inch for each side
- Please download a standardized cover sheet from <https://www.hkicpa.org.hk/en/bcc2023> and complete it with the required information.
- Please save the cover sheet and the written proposal in TWO separate PDF files (size < 15 MB) and send them in ONE email to bcc@hkicpa.org.hk with respective details as shown below:

	For HK Undergraduate teams	For HK Sub-degree teams
Email subject	HKICPA BCC 2023_Undergraduate	HKICPA BCC 2023_Sub-degree
File name of cover sheet	“Team leader’s full name” + “Team leader’s mobile phone no.” + “Cover sheet_Undergraduate” <i>e.g. Chan Tai Man_98765432_ Cover sheet_Undergraduate</i>	“Team leader’s full name” + “Team leader’s mobile phone no.” + “Cover sheet_Sub-degree” <i>e.g. Chan Tai Man_98765432_ Cover sheet_Sub-degree</i>
File name of written proposal	“Team leader’s full name” + “Team leader’s mobile phone no.” + “Proposal_Undergraduate” <i>e.g. Chan Tai Man_98765432_ Proposal_Undergraduate</i>	“Team leader’s full name” + “Team leader’s mobile phone no.” + “Proposal_Sub-degree” <i>e.g. Chan Tai Man_98765432_ Proposal_Sub-degree</i>

- Failure to comply with the above requirements, for example sending more than one submission email and submitting the written proposal without an executive summary, may render the written proposal unmarked and result in disqualification from the competition.
- Please contact us at (852) 2287 7012 / (852) 2287 7236 or bcc@hkicpa.org.hk if you do not receive any **acknowledgment email to participating teams** by 20 October 2023.