



miniEnterprize

2024 Attendee Handbook

Western Canada's Largest Business Case Competition



The 16th Annual Conference
UBC Buchanan

Letter from the Chair



Dear Delegates,

It is the greatest honour to be able to serve as chair and host the 16th iteration of miniEnterprize. On behalf of the executive team and board of directors, we express our immeasurable gratitude to all delegates, sponsors, and all contributors for allowing us to continue hosting miniEnterprize since its inception in 2008. Hence, I am proud to say that miniEnterprize continues to be the largest western Canada's Largest Business Case Competition, encouraging all to study the world of business.

Throughout the year, the executive team has worked tirelessly to develop and continuously improve this year's iteration of miniEnterprize. We have listened to your feedback from previous iterations and are continually adapting this year's conference to best reflect our delegates' interests. Whether you're a first-time attendee or a seasoned veteran in case competitions, our core value has always stayed the same. All attendees will have the opportunity to further indulge themselves in the business world and challenge themselves at our conference. Whether presenting in front of a panel of judges or successfully trading on the market with our stock simulation, each attendee will have the opportunity to channel their own unique entrepreneurial spirit. Furthermore, miniEnterprize will continue to be the catalyst for learning for future generations with our readily available "How to Case Competition" video series and guides on our website, and our elite selection of workshops led by industry experts at the conference.

My journey into case competition and becoming chair at miniEnterprize is a memory forever treasured. What started as an impulse decision, ignited by encouragement from a passionate teacher bloomed into a deep passion for business. I was merely a grade 10 student when I first registered, at a loss on what a case competition entailed. I remember stumbling inside the Sauder building for the first time, repeatedly questioning myself if I was even capable of participating. Yet, as I took those first few seconds to exhale, I was taken aback as I saw how each workshop, ceremony and presentation were eloquently produced and presented. As for many others, this conference marks the start of my business journey.

I hope all attendees have the chance to make new connections and find opportunities that will spark from this iteration of miniE. Take the same chance I once did to connect further in this industry. Whether creating new everlasting friendships, winning this year's case competition, or learning more about intriguing world business, there is always an opportunity to learn at miniEnterprize.

Should you have any questions or concerns, please don't hesitate to contact me or any of the executive members. I hope all attendees will be able to experience miniEnterprize to the fullest and on behalf of the entire executive team, we look forward to seeing you all at this year's conference.

Sincerely,

Michael Toy,
Chair
miniEnterprize 2024

Meet our Executive Team



Michael Toy



Co-Chair

Emily Su



Co-Chair

John Wu



Director of
Administration

Caleb Jang



Director of
Conference

Joanna Xu



Co-Director of Human
Resources

Yasmin Kahkesh



Co-Director of Human
Resources

Hailey Huynh



Director of IT
& Media

Asia Au-yeung



Director of
Marketing

Oscar Li



Director of
Sponsorship

About Us



The annual miniEnterprize is a student-run, one-day case competition in Greater Vancouver. Since its inception in 2008, miniEnterprize has grown to be Western Canada's largest high-school business conference, bringing together over 250 attendees this year. To bring as many youth a fully in-person business experience as possible, miniEnterprize will be taking place in UBC Buchanan on Saturday, February 10, 2024. With a primary focus on business and entrepreneurship, miniEnterprize aims to encourage youth to take initiative and think outside the box.

Our conference is designed to help students later succeed in the business world by providing them an opportunity to learn from and interact with experienced professionals. As we wish to further develop their entrepreneurial skills, attendees get to participate in hands-on workshops and listen to seasoned presenters before competing in a case competition based on problems they may encounter in the real world. Teams will assess a company through the process of identifying problematic setbacks and formulating an inventive yet feasible solution, before then presenting their ideas to a judging panel. From this experience, miniEnterprize hopes to foster leaders in marketing, finance, management, and all other facets of business.

With that, the winning team of miniEnterprize 2024 will receive a **grand prize of \$1,000** to fund their business idea and aid them in their business pursuits.

The Executive Team encourages all to take advantage of what this unforgettable conference has to offer and is confident that all attendees will leave with a better understanding of the business community and new problem-solving skills.

Conference Schedule



8:30 - 9:00 AM	Registration Check-In
9:00 - 9:45 AM	Opening Ceremony
9:45 - 10:00 AM	Transition
10:00 - 10:30 AM	Workshop #1
10:30 - 10:40 AM	Transition
10:40 - 11:10 AM	Workshop #2
11:10 - 11:20 AM	Transition
11:20 - 12:20 PM	Lunch and Networking Station
12:20 - 12:30 PM	Transition
12:30 - 4:20 PM	Case Preparation and Presentations
4:20 - 4:50 PM	Transition
4:50 - 6:00 PM	Finalist Presentations
6:00 - 6:15 PM	Break
6:15 - 6:45 PM	Closing Ceremony

What's New About This Year?



Each year, miniEnterprize strives to give attendees a premier “conference” experience beyond simply being a competition. miniEnterprize 2024 has continued to provide the same experience through brand-new additions such as a Networking Opportunity Fair, and a case-based Virtual Stock Simulator competition with 5 times previous years’ prize pool.

NETWORKING OPPORTUNITY FAIR

The Opportunity Fair is a great networking event for attendees to gather more information about purposeful organizations in our community. We recognize the value in leadership opportunities that extend beyond the conference; as such, we are committed to creating a bridge between charitable groups and driven students.

CASE-BASED VIRTUAL STOCK SIMULATOR

The case-based stock simulation challenge is a brand new opportunity miniEnterprize has developed this year. The goal is to encourage attendees to propel their passion for financial literacy through trading simulation stocks over two months with a starting portfolio value of \$100,000 while also developing their case-writing skills. This is a low-risk and fun activity for both beginner and experienced traders to engage with—winners of the challenge will also win cash prizes up to \$500.

CAHSMUN Partnership



Canadian High Schools Model United Nations (CAHSMUN) is an annual student-led conference that provides an environment for high school delegates to gain knowledge of international affairs and develop their public speaking skills in a simulation of the United Nations. Since its inception in 2004, CAHSMUN's mission has been to bring an educational Model UN experience to students from all over Canada and North America. CAHSMUN's unwavering dedication to providing an outstanding experience, high-quality resources, and a diverse staff roster is what makes it an exceptional experience from year to year.

CAHSMUN 2024 will take place from April 12th to 14th and will feature debate, innovation, and diplomacy. For more information, please visit CAHSMUN's website at cahsmun.org.



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Classes for students age 3 - 18

Check our website or contact us for registration information.

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Contact Us



Thank you for registering for miniEnterprize 2024. Should you have any questions or concerns, please do not hesitate to contact us at chair@minienterprize.org.

If you prefer to speak with us directly on an urgent matter, please message us through the miniEnterprize Instagram page.

Website | minienterprize.org

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