



CALL FOR PARTICIPATION

 **LYSSES**

DIGITAL STUDENT COMPETITION ON FAMILY BUSINESS





## WHAT IS ULYSSES?

“Ulysses Contest – Digital Student Competition on Family Business” (ULYSSES) focuses on providing a first-hand insight into family firms, gathering real-life case studies from these firms so that university students would be able to gain practical entrepreneurial learning experiences and to enhance their digital skills. ULYSSES will provide this combined chance by setting up the **1st digital European student competition that focuses explicitly on family businesses.**

In this competition, students work in international groups of 4 members to solve real-life case studies provided by family firms.

## CALL FOR PARTICIPATION

### Short Facts:

**Title:** Ulysses European Digital Student Competition on Family Business

**Time:** First round: April 11-25, 2023 – Second round: May 2-16, 2023

**Format:** Self-paced, Online competition

**Group size:** 4 students per team (registration possible individually or in pairs)

**Methodology:** student teams receive a short description of a family firm business case. They have 2 weeks to come up with a solution and submit it in a written template and in a short video format.

**Language:** English

**Prizes:** 1<sup>st</sup> place: 3,000 EUR; 2<sup>nd</sup> place: 1,500 EUR; 3<sup>rd</sup> place: 500 EUR

**Registration Deadline:** March 21, 2023

**Link for website to registration:** <https://www.ulysses-contest.eu/>



## COMPETITION DESCRIPTION

Step 1 (till March 21): REGISTRATION: Students register (individually or in pairs)

Step 2 (till April 11): TEAM FORMATION: 4 membered international teams are formed from the registered students (Pairs will be kept together).

Step 3 (On April 11): KICK-OFF ONLINE EVENT: Family firm case studies are presented and provided to the student groups.

Step 4 (April 11-25): FIRST ROUND: Student groups working on the case studies (consultation opportunities are also provided with members of family firms)

Step 5 (till April 25): SUBMISSION OF RESULTS FOR FIRST ROUND: Student teams submit their case study results (on written template format & short video).

Step 6 (April 25 – May 2): EVALUATION: The best solutions (max 9 teams) are selected and proceeded to the second round.

Step 7 (May 2 - 16): SECOND ROUND: A new case study is provided to the student teams who are participating in this round. The teams have 2 weeks to come-up with a solution.

Step 8 (till May 16) SUBMISSION OF RESULTS FOR FIRST ROUND: Student teams submit their case study results (only on written template format).

Step 9 (May 23): FINAL: Student teams present their solutions online in front of a jury of experts & family firm members.

We are looking forward to your registration. The competition is open to all students from Europe from all levels and disciplines. In case of any questions, please do not hesitate to contact us:

[zentrumfamilienunternehmen@mci.edu](mailto:zentrumfamilienunternehmen@mci.edu)

### **Project partners:**

University of Szeged, Management Center Innsbruck, Free University of Bolzano, University of Vienna, Univations GmbH, Agentur fundus GmbH

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