

# EY Scholarship

The exceptional EY experience.  
It's yours to build.

Instructions for preparing and submitting  
the business case



# Instructions

Overview and instructions for preparing the business case

## Instructions for preparing the business case

Students need to submit a business case on **building a better working world**. Mentioned below is a suggested outline for writing the business case. Applicants may add more elements than those detailed below but must include the following elements in their response

### For-profit business case

- ▶ What is the idea? Brief introduction
- ▶ How will this idea build a better working world - what are the objectives and what will be the impact?
- ▶ What are the key industry drivers?
- ▶ Who are the key competitors?
- ▶ How is your idea innovative/different from competitors?
- ▶ What is your high-level implementation plan for the first year (consider people, process and the technology needed)?
- ▶ What is the investment you will need in the first year?
- ▶ What are the financial projections for the first two years (revenue, total operating costs and operating profit)?

### Not-for-profit business case

- ▶ What is the idea? - Brief introduction
- ▶ How will this idea build a better working world - what are the objectives and what will be the impact?
- ▶ Who are the other key not-for-profits operating in this space?
- ▶ How is your idea innovative/different from these other not-for-profit organizations?
- ▶ What is your high-level implementation plan for the first year (consider people, process and the technology needed)?
- ▶ What is the investment you will need in the first year?
- ▶ What are the financial projections for the first two years (total operating costs)?

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## What are we looking for in your idea?

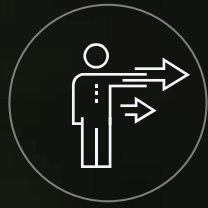
- ▶ **Innovation** - novel product or service being proposed or a novel way of making or delivering it.
- ▶ **Clarity of thought** - ability to convey the business case in a crisp yet effective manner.
- ▶ **Passion to win** - depth of research and thought behind assumptions taken while building the business case.
- ▶ **Impact on the working world** - scale and relevance of the idea.

## Instructions for submitting the business case

- ▶ Format: PowerPoint presentation of not more than 7 slides
- ▶ File size: should not exceed 5 MB
- ▶ In case of any additional queries, write in to [ey.scholarship@in.ey.com](mailto:ey.scholarship@in.ey.com)

# Rewards

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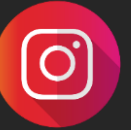


The 'EY Scholar' will win INR1 lakh and an internship with EY, for two months in a service line of their choice, as well as an opportunity to earn industry recognized digital credentials on future-focused skills.

Additionally, all registered students will also be offered a learning module on "A Brand called YOU" and can get a participation certificate.

Ready to seize  
the exceptional EY experience?

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EY Scholarship 2022