

EY Scholarship

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EY

Building a better
working world



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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	Not-for-profit business case
<ul style="list-style-type: none">▶ 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)?	<ul style="list-style-type: none">▶ 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)?

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

The 'EY Scholar' will win

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

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