



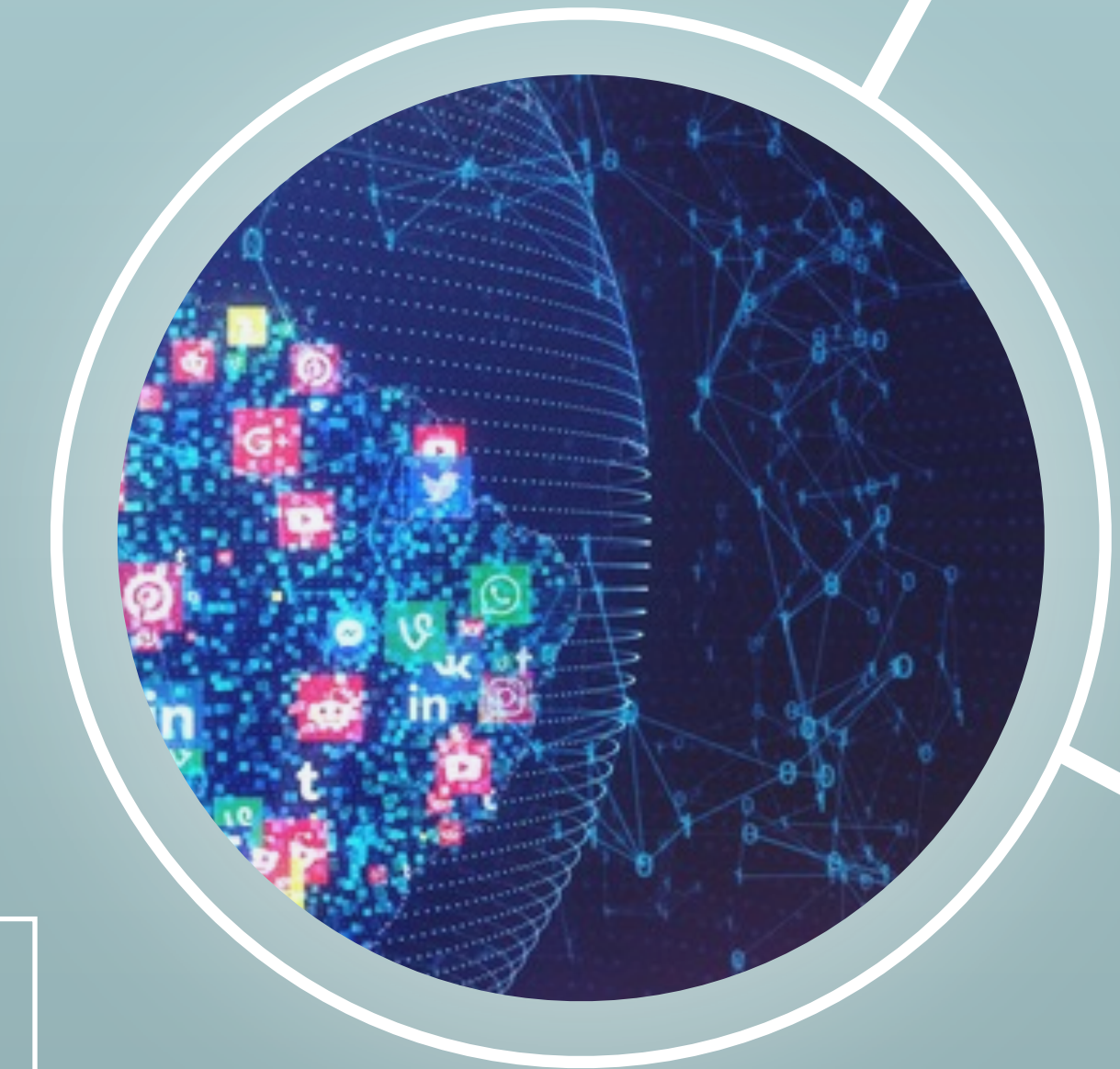
**Self sustainable
social network
around the IEO**



Your team is invited as **consultants** to help us develop the concept of a **self sustainable social network** around the International Economics Olympiad (IEO).

IEO is a global, non-profit, unique and ambitious project. It aims to invite people from all around the globe to meet, learn and compete in the top level economics competition. We call our community IEOx.

We would like to **build a community** of young students and ambitious teachers in economics that will be able to **maintain** its **dynamic growth** and **expand** based on its own means.



Estimate the number and develop the profile of the target audiences and its clusters. We need people from all around the world: students, ambitious teachers, parents. What audience would you suggest to approach and why?

Search for the common points of interest between the most promising audiences (content).

Study the possible ways and means of attracting the most promising audiences.

Create an appealing offer for the target audience (services, IEOx projects and activities etc.)

Develop a promotion roadmap including milestones and required resources.

Specify the costs, human resources, platforms, actual steps, time frames and processes of keeping it sustainable.



- 01** Has the team accurately identified the problems/causes and goals/issues of the organization?
- 02** Has the team demonstrated the ability to effectively synthesize the information?
- 03** Do you recognize a broad perspective, inclusion of different stakeholders, and/or deep analysis and accurate understanding of the task assigned?
- 04** Is the model of analysis complex and adequate? Has the team presented a clear structure of thoughts and arguments?
- 05** Are the underlying assumptions reasonable and realistically backed by the evidence? Do you recognize a high level of business sense and the ability to apply economic concepts?
- 06** Has the team presented a well-developed strategy and made realistic recommendations? Do you recognize complete coverage of key issues?
- 07** How precise were the calculations and projections? Are they convincing?
- 08** Has the team demonstrated the ability to think outside of the box? Do you recognize imagination and creativity?
- 09** Is the presentation simple to follow? Was communication professional and proper, supporting their recommendations?
- 10** Did the team follow the instructions for the presentations, especially time limits and members participation?



Business Case video and presentation files upload deadline: **13th of February** 2022, 23:59 UTC

Upload [here](#)

Restrictions

- 01** The presentation **video** length limit is **10 minutes**.
- 02** The video should be submitted in a commonly accessible format (*.mp4, *.avi or *.mkv), its size should be **under 1 GB**.
- 03** There should be no more than 10 slides in your presentation (intro, outro and additional materials are not included).
- 04** Presentation slides are to be submitted in .pdf format.
- 05** Names of all the files should be the same as the code of your team. (e.g.: "1234.pdf", "1234.mp4").
- 06** Keep in mind that it will take time to upload the video, so do have it ready in advance.
- 07** The video can be captured by any available means. For example, you can use the recording option in Zoom.

Deadline for peer grading: 18th of February 2022, 23:59 UTC

Submit [here](#)

Penalty for late replies:

25% if peer-grading submitted 0-2 hours late

50% if peer-grading submitted 2-4 hours late

75% if peer-grading submitted 4-6 hours late

EXCLUSION if peer-grading isn't submitted 6 hours after deadline

Ask questions

[here](#) or [here](#)



IEO official site: <https://ecolymp.org/>
IEOx official site: <https://ieox.ecolymp.org/>

IEO is represented in those social networks:

