

Asian Business Case Competition @ Nanyang 2015



"The Sustainable Enterprise Challenge (SEC) is an annual local case competition that is jointly organized by the Nanyang Business School and the Business Solutions Club. The competition challenged teams to come up with innovative ideas and strategies to address the following issues: To Improve energy usage & sustainability in NTU and to establish The Learning Hub as a centre for student collaboration.

The competition received a total of 24 submissions but after the gruelling semi-final and final rounds, Team REpiphany (Kevin Seng, Nur Syazana Puteri, Nguyen Thi Hoai Thanh and Matthew James) emerged as champions! Their winning idea was entitled "The E2 Strategy", which utilized dual technology drivers – 1. Enhance efficient energy usage and 2. Engage and empower the student body - to kickstart their green sustainability ideas in NTU. Being the only engineering team in the case competition helped to provide fresh, technical insight to the challenge and evidently, proved to give them an edge over their competition. Team REpiphany also walked away with the Best Speaker Award that was awarded to Nur Syazana Puteri."