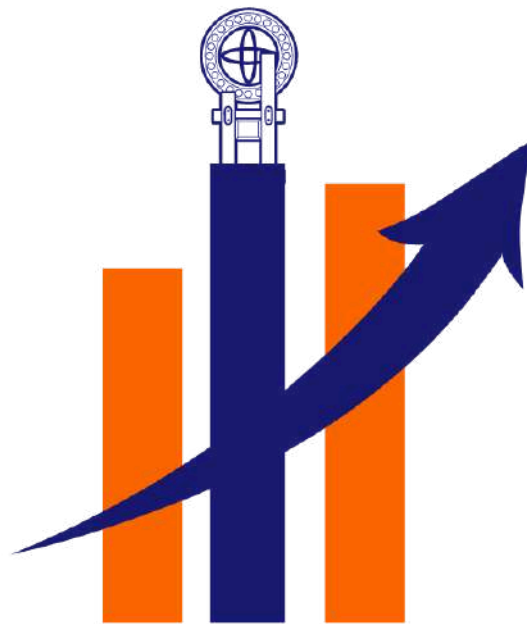


**PROJECT REPORT**  
**BORNEO LEAD FEST**  
**5th, 6th, 12th, 26th, 31st July 2024**



**AIESEC in UNTAN**  
**UNIVERSITAS TANJUNGPURA**  
**PONTIANAK**  
**2024**

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## Project Background

Borneo Lead Fest is an AIESEC project at Untan for people aged 17-25 years old in West Kalimantan. Through 2 Borneo Lead Fest activities, namely: Business Digital Competition and Mini Career Expo x UMKM Expo with a focus on SDGs 8 and 9. In Indonesia itself, a sustainable economy is defined as economic activities that focus on shared prosperity that benefits producers and consumers by not only pursuing economic growth, therefore, AIESEC in Untan initiated the MSMEs Expo x Career Expo, and the Business Digitalization Competition as a multifaceted platform to facilitate the digitalization of MSMEs, open up job opportunities, and actualize the contributions of young people. This project is committed to advancing Sustainable Development Goals (SDGs) 8 and 9 while actively contributing to West Kalimantan's economic development. Functioning as a multifaceted hub, we not only increase understanding of SDGs 8 and 9 but also provide an important forum for micro, small and medium enterprises to promote their businesses. In line with globalization trends and dynamic technological developments, the world of work is experiencing significant changes. Professionals and job seekers are now faced with the challenge of remaining relevant and competitive in an increasingly dynamic job market. The Career Expo is here as a strategic solution to bridge the gap between job seekers and companies that need quality workers.

## Project Description

The Borneo Digital Competition (BDC), an initiative by AIESEC in Untan, prepares West Kalimantan's youth for the digital era by offering a platform for learning, guidance, and competition. Supported by Pamela Fantasy and various experts, BDC aims to foster leadership and innovation in solving business issues. Participants contribute to MSMEs (Micro, Small, and Medium Enterprises) and engage with industries through business cases. The accompanying UMKM Expo integrates innovation, creativity, and digital business potential for MSMEs in Kalimantan, particularly Pontianak. It features diverse products and services, allowing participants to network, receive feedback, and gain insights from industry experts through BDC Camp. The Expo is a key stage in the BDC evaluation process, providing MSMEs a platform to showcase their offerings.

## Project Objectives/Purpose

- Can introduce AIESEC in Untan
- To increase insight into SDG 8 and 9
- Become a forum for UMKM to promote their UMKM
- Contribute to improving the economy in Pontianak
- Become a place for job applicants to find any job opportunities
- Improve knowledge and skills

# Event Rundown

## Technical Meeting

BLOCK	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Opening	12.30-12.35	5'	Opening by MC	PROGRAM	Opening by MC
Technical Meeting	12.35-12.38	3'	Introduction of the jury	PROGRAM	Introducing the jury to the competition by the MC
	12.38-12.41	3'	Theme and objective explanation		General explanation of the theme and objectives of the competition
	12.41-12.46	5'	Rules explanation		Explain the rules of the event, including what they are allowed and not allowed to do during the competition and Coaching Session. Emphasize the mandatory aspects and the consequences of not complying
	12.46-12.48	2'	Competition Timeline explanation		Explanation of the time and place of the competition
	12.48-13.08	20'	Competition mechanism explanation		Explanation of the competition mechanism (competition flow, rules, and assessment criteria, checklist)
	13.08-13.13	5'	BDC Camp explanation		Explanation of the Coaching Session (time, material, speaker)
	13.13-13.28	15'	QnA		Q&A session between participants and organizers
Closing	13.28-13.30	2'	Documentation	MARKETING	Take photo of all participants and organizers using the screenshot feature
	13.30-13.33	3'	Closing	ALL OC	The MC expressed thanks, as a sign of the end of the TM, and participants leave the virtual room in an orderly manner

## BDC Camp Day 1

BLOCK	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Pre-Opening	09.30-09.35	5'	Registration	DELSER	Delegates fill out the registration form
Opening	09.35-09.40	5'	Opening by MC	PROGRAM	Opening by MC
	09.40-09.43	3'	Expectation setting		Explain about expectation that we set off
	09.43-09.48	5'	Opening speech by OCP		Opening speech by OCP Borneo Lead Fest
	09.48-09.53	5'	Opening speech by SPV		Opening speech by SPV
	09.53-09.58	5'	Opening speech by LCP		Opening speech by LCP AIESEC in Untan
Main Session	09.58-10.03	5'	Seminar preparations	PARTNERSHIP	Preparation to continue to the next agenda, Material
	10.03-10.38	35'	Material	PROGRAM	Presentation of material with the first resource person, where we take people who have digital skills that can be taught and imitated by participants (Grab, specially Grab Food with the theme "Increasing Competitiveness in the Digital Era")
	10.38-10.43	5'	QnA	MARKETING	Question from delegates and answer by speaker
	10.43-10.48	5'	Appreciation and Documentation		Presentation of certificates and decommentation session
	10.48-10.53	5'	Buffer Time	PROGRAM	switch Speaker 2
	10.53-11.33	30'	Material	PROGRAM	Participants can consult directly regarding possible obstacles faced in the MSME digitalization process in Pontianak. They will provide answers and provide direct solutions and strategies that can be implemented by participants, especially Pepo Prints which operates in the field of printing, banners, stickers and design.
	11.33-11.48	15'	QnA	MARKETING	Question from delegates and answer by speaker
	11.48-11.53	5'	Appreciation and Documentation		Presentation of certificates and decommentation session
	11.53-12.08	15'	CTA space ALLOBANK		CTA session for partner who take a CTA space
Pre-Closing	12.08-12.10	2'	Satisfaction form	DELSER	<a href="#">Delegates fill out the satisfaction form</a>
Closing	12.10-12.15	5'	Closing	PROGRAM	Closing by MC

## BDC Camp Day 2

BLOCK	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Pre-Opening	09.30-09.35	5'	Registration	DELSER	Delegates fill out the registration form
Opening	09.35-09.40	5'	Opening by MC	PROGRAM	Opening by MC
	09.40-09.43	3'	Expectation setting		Explain about expectation that we set off
	09.43-09.48	5'	Seminar preparations		Preparation to continue to the next agenda, Material
Main Session	09.48-10.18	20'	Material	PROGRAM	Presentation of material with the first resource person, where we take people who have digital skills that can be taught and imitated by participants (Grab, specially Grab Food with the theme "Increasing Competitiveness in the Digital Era")
	10.18-10.23	5'	QnA	MARKETING	Question from delegates and answer by speaker
	10.23-10.25	2'	Appreciation and Documentation		Presentation of certificates and decommentation session
	10.25-10.40	15'	CTA space INVESTASIKU	PARTNERSHIP	CTA session for partner who take a CTA space
Pre-Closing	10.40-10.42	2'	Satisfaction form	DELSER	<a href="#">Delegates fill out the satisfaction form</a>
Closing	10.42-10.47	5'	Closing	PROGRAM	Closing by MC

## UMKM Expo X Mini Career Expo

BLOCK	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Pre-Opening	14.00-21.00	360'	Open Gate	DELSER	Participants can now enter the venue
Opening	15.30-15.35	5'	Opening by MC	PROGRAM	Opening by MC
	15.35-15.40	5'	Indonesia Raya		Sing Indonesia Raya
	15.40-15.45	5'	Opening speech by OCP		Opening speech by OCP Borneo Lead Fest
	15.45-15.50	5'	Opening speech by SPV	OCP	Opening speech by SPV Borneo Lead Fest
	15.50-16.00	10'	Opening speech by LCP		Opening speech by LCP AIESEC in Untan
	16.00-16.05	5'	Opening speech by BoA		Opening speech by BoA AIESEC in Untan (Pak Irfani)
	16.05-16.30	25'	Opening Performances	PROGRAM + MARKETING+PARTNERSHIP	Opening Performances by (Perkusi OIKOSNOMOS)
	16.30-16.33	3'	certificates to partners (Everyone)		Giving certificates to partners who have joined our event
	16.33-16.36	3'	certificates to partners (Pepo Prints)		Giving certificates to partners who have joined our event
	16.36-16.39	3'	certificates to partners (Azztech)		Giving certificates to partners who have joined our event
	16.39-16.42	3'	certificates to partners (Grab)		Giving certificates to partners who have joined our event
	16.42-16.50	8'	Roll Dance		Roll Dance All Participant
Expo Session	14.00-22.00	360'	UMKM Expo	DELSER	The UMKMs who attend will later hold an expo related to their products and brands to the participants present

Performance	16.50-17.05	15'	Fluxion	PARTNERSHIP + PROGRAM	Special performance by Fluxion
	17.05-17.20	15'	Tenant Promotion	DELSER	Calling umkm one on one to promote their own umkm
	17.20-17.35	15'	Performance by Sonia	PARTNERSHIP + PROGRAM	Violin playing performance
	17.35-17.40	5'	Thankyou space to partner	PARTNERSHIP	Space to say thank you to Borneo Lead Fest partners
	17.40-18.30	50'	ISHOMA	PROGRAM	Empty stage
	18.30-18.45	15'	Smanda Music	PROGRAM	Special performance by Smanda Music
	18.45-19.00	15'	Blackout	PROGRAM	Special performance by Blackout
	19.00-19.15	15'	Break Isya	PROGRAM	Break Isya
	19.15-19.25	10'	Performance ( <a href="#">S.SES</a> )	PROGRAM	Special performance by S.Ses
	19.25-19.30	5'	oGX Place	PROGRAM	Session for the OGX aiesec department in untan introduced
	19.30-19.35	5'	Promotions ITBSS Place	PROGRAM	ITBSS video appearances and promotional sessions
	19.35-19.40	5'	Thankyou space to partner	PARTNERSHIP	Space to say thank you to Borneo Lead Fest partners
	19.40-20.50	70'	Wakman	PARTNERSHIP + PROGRAM	Special performance by wakman
Closing	20.50-21.25	35'	Closing Performance (OIKOSNOMOS)	PARTNERSHIP + PROGRAM	Special performance as a symbolic closing of the borneo lead fest (dance, singing, percussion)
	21.25-21.40	15'	Closing	DELSER	The MC expressed thanks, as a sign of the end of the event, and the participants were asked to leave the location.

## Borneo Digital Competition Final

BLOCK	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Pre-Opening	12.00-12.30	30'	Opening preparations	DELSER	Open gate
Opening	12.30-12.35	5'	Opening by MC	PROGRAM	Opening by MC
	12.35-12.40	5'	Indonesia Raya		Sing Indonesia Raya
	12.40-12.45	5'	Opening speech by OCP		Opening speech by OCP Borneo Lead Fest
	12.45-12.50	5'	Opening Speech by LCP		Opening speech by LCP AIESEC in Untan
	12.50-12.55	5'	Roll Call		Call the entire group to make sure everyone is ready and present
BDC	12.55-13.00	5'	Introduction of the jury	PROGRAM	Introducing the jury to the competition participants and participants by the MC
	13.00-13.10	10'	Race Rules		Reading of the competition rules by the mc
	13.10-13.25	15'	Group 1 Presentation		Group presentation session and Q&A session by the judges
	13.25-13.40	15'	Group 2 Presentation		Group presentation session and Q&A session by the judges
	13.40-13.55	15'	Group 3 Presentation		Group presentation session and Q&A session by the judges
	13.55-14.10	15'	Group 4 Presentation		Group presentation session and Q&A session by the judges
	14.10-14.25	15'	Group 5 Presentation		Group presentation session and Q&A session by the judges
	14.25-14.40	15'	Group 6 Presentation		Group presentation session and Q&A session by the judges
	14.40-15.00	20'	Break Ashar		Time for the jury to calculate the total scoring points
	15.00-15.15	15'	Calling out participants	DELSER	Call participants to gather again in the room
	15.15-15.30	15'	Group 7 Presentation	PROGRAM	Group presentation session and Q&A session by the judges
	15.30-15.45	15'	Group 8 Presentation		Group presentation session and Q&A session by the judges
	15.45-16.00	15'	Group 9 Presentation		Group presentation session and Q&A session by the judges
	16.00-16.15	15'	Group 10 Presentation		Group presentation session and Q&A session by the judges
	16.15-17.00	45'	Calculation of assessments by the jury		Time for the jury to calculate the total scoring points
Closing	17.00-17.10	10'	Winner announcement	PROGRAM+FILO	Distribution of prizes from the BDC session
	17.10-17.20	10'	Judges Certificate	PARTENERSHIP	Certificate for judges
	17.20-17.30	10'	Winner Documentation	MARKETING	Documentation session by the documentation OC
	17.30-17.40	10'	Closing	ALLO C	The MC expressed thanks, as a sign of the end of the event, and the participants were asked to leave the location.

## External Persona

### Speaker Persona

- Local entrepreneurs who started their business from scratch.
- Successful entrepreneurs.
- Experienced and impactful individuals.

### Moderator Persona

- Enthusiastic and Energetic
- Aware about SGDs
- AIESEC alumni

### Partner Persona

- B2B Stakeholders: Financial Partner & In-Kind Partner
- Workshop Partner: Beauty & Art
- Media Partner
- UMKM
- University

## Customer Persona

- Borneo Youth (18-25 years olds)
- High school student
- University student
- Fresh Graduate student
- Job seeker



## Person In Charge

Name	Role	Student number
Nathania Tiananda	Organizing Committee President	B1021231014
Daichi Putri Karamigi	Organizing Committee Program	E1041221044
Nana Merlina	Organizing Committee Program	D1091231029
Fadhilla Anindita Hapsari	Organizing Committee Program	B1021221185
Clara Shinta Maharani	Organizing Committee Finance and Logistic	B1031231128
Linda Fransisca	Organizing Committee Finance and Logistic	B1021211122
Intan Rahmania	Organizing Committee Marketing	E1052221065
Syahda Aresta Maharani	Organizing Committee Marketing	F1021221054
Raden Adang Edithya Astama	Organizing Committee Delegates Service	D1041221043
Yesika Petranatrianti	Organizing Committee Delegates Service	A1011231006
Nabila Adiva Qurrota A'yunin	Organizing Committee Partnership	I1031221084
Clara Agatha	Organizing Committee Partnership	B1021221074

## Project Output

Based on the output in the pre-proposal and realization of the project, The output of Borneo Lead Fest is :

Output	Target	Achieved
# of Sign up	20	11
# of Participant attendance in day 1	41	27
# of Participant attendance in day 2	41	30
# of Participant attendance in day 3	40	36
# of Participant attendance in day 4	36	34
# of Collaboration partner	2	1
# of Content digital	11	23
# of Speaker NPS	9	8.7
# of Delegates NPS	9	8.3
# of Judges involved	3	3

## Documentation







**Approved by**

Local Committee Vice President of  
External Relations 24.25

  
**Maria Olga Bapage**

Team Leader of  
Public Relations 24.25



**Risca Meriani**