



BUSINESSCASE CHALLENGE

2024

Disclaimer: Dates may be subject to changes. These changes will be communicated on the website and newsletter.

Participate in Business Case Challenge and get a chance to win our prizes!

Follow the guidelines tailored for your cohort in accordance with your current status – **university student** or **high school student**. *Further details on the process and tasks for each track will be discussed later in this document.*



University Track



1st
place

€ 1,500



2nd
place

€ 500

All participants will receive a personalized participation certificate!

1

Sustainability & innovations for health and healthcare

Submission deadline: 2 June 2024

2

Take on the Challenge: University Track

3

Develop your Business Case

4

Compete for the award

AGENDA



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Sustainable strides, healthy vibes: transforming healthcare through innovation

Bloomberg

• Live Now Markets Economics Industries Tech AI Politics Wealth Pursuits Opinion Bu

NewsletterPrognosis

With School Services Strained, Students Go Online for Mental Health Support

Social media, peer-led programs and even AI chatbots are becoming alternative support for young people dealing with mental distress

Paid content About ▾ **The Guardian Labs**

Care means the world

Sustainability in healthcare: the impact of the health sector on the environment

From CT scans to anaesthesia, healthcare has a bigger carbon footprint than aviation. Will Cop28, with its aim to curb the sector's global emissions, accelerate change?

Omnia Health
By Informa Markets

Innovations in Healthcare: Challenges and Role of Digital Transformation



ENT

TwinCities.com PIONEER PRESS Health | Artificial intelligence in health care: Is it...

NEWS | HEALTH

Artificial intelligence in health care: Is it hype or help?

By **JEFF KIGER** | Rochester Post-Bulletin
February 5, 2023 at 11:33 p.m.

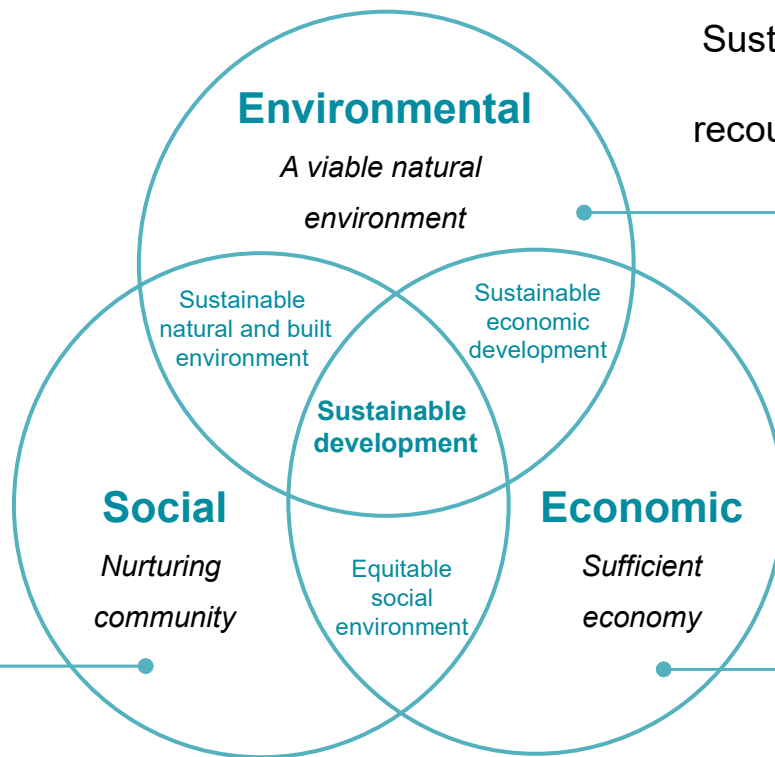
Sustainability and sustainable development are key concerns for companies across industries

“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations)

Sustainable development has 17 defined goals



Sustainable development stands on three pillars that responsible companies need to address



Sustainability implies that nature is not an inexhaustible source of resources, but subject to *protection and rational use*.

Sustainability is seeking to reach satisfactory levels of quality of life, healthcare and education.

Sustainable development also drives economic growth, generating *equitable wealth for everyone*.

Innovative ideas turned into sustainable business models are at the core of many new businesses

Circular economy



A firm designs waste-free products that can be integrated in recyclable loops or biodegradable processes

Lenzing
Innovative by nature

Impact business



A firm's main focus is to create a positive impact on its ecological or social environment, using economic profits only to sustain and grow its business

**TEACHFOR
AUSTRIA**

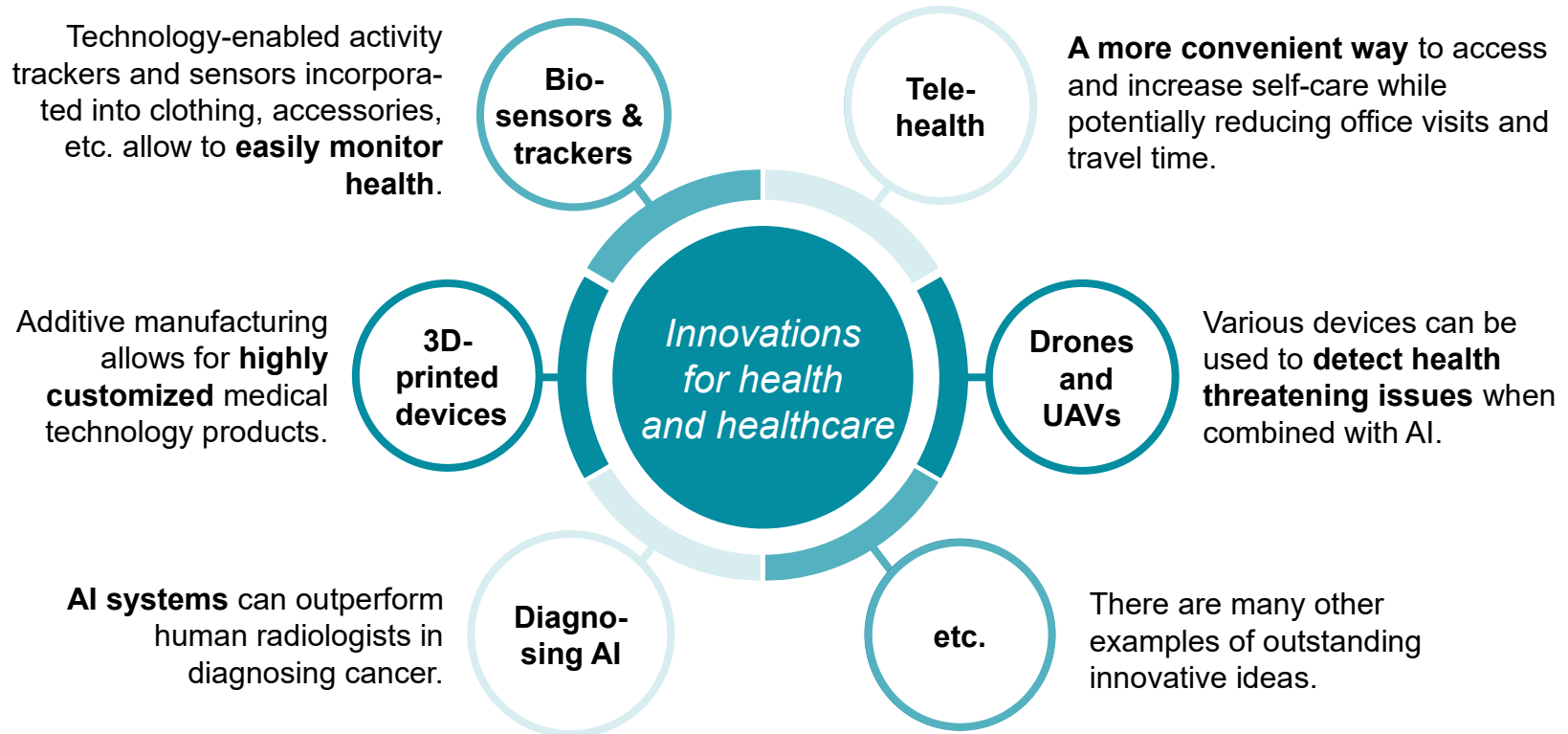
Green innovation



A firm creates a new product that, compared to alternative products, has a much lower negative impact on society and the natural environment

ANDRITZ

Innovative ideas are the main driver of change in the health and healthcare industry for present and future



The UNIQA Group is one of the leading insurance companies in Austria and Central and Eastern Europe

Key figures for 2022

GROSS WRITTEN PREMIUMS	6,605.2 EURm
...OF WHICH UNIQA AUSTRIA	4,086.4 EURm
EARNINGS BEFORE TAXES	421.7 EURm
CONSOLIDATED NET PROFIT	383 EURm
RETURN ON EQUITY	14.4%
AVERAGE NUMBER OF EMPLOYEES	14,515
NUMBER OF INSURANCE CONTRACTS	23,840,598

The UNIQA Group offers a comprehensive range of products and services in property and casualty insurance, life insurance and health insurance.



Leveraging their connections and networks, UNIQA makes substantial contributions to social welfare

It is imperative for UNIQA group to prioritize environmental, social, and governance (ESG) considerations, as seen with various of UNIQA's initiatives:



Social Sponsoring: UNIQA has been the main sponsor of Special Olympics Austria since 2021. UNIQA supports initiatives all over Austria such as the National Summer and Winter Games, which take place every two years.



Project Sindbad: As part of the "Sindbad" project, young UNIQA employees up to the age of 35 support pupils at the New Middle School as they start their training or apprenticeship.

C a r i t a s

Caritas house „Damaris“: UNIQA has been supporting Haus Damaris in Vienna since 2015. For many refugee women, men and children, the dormitory is an important station on the way to a safe and independent life.



UNIQA Sozialtag: Since 2013, UNIQA has made it possible for all employees to take advantage of the UNIQA Social Day.

UNIQA's network contributes to healthcare innovations and improved health standards of insurance customers

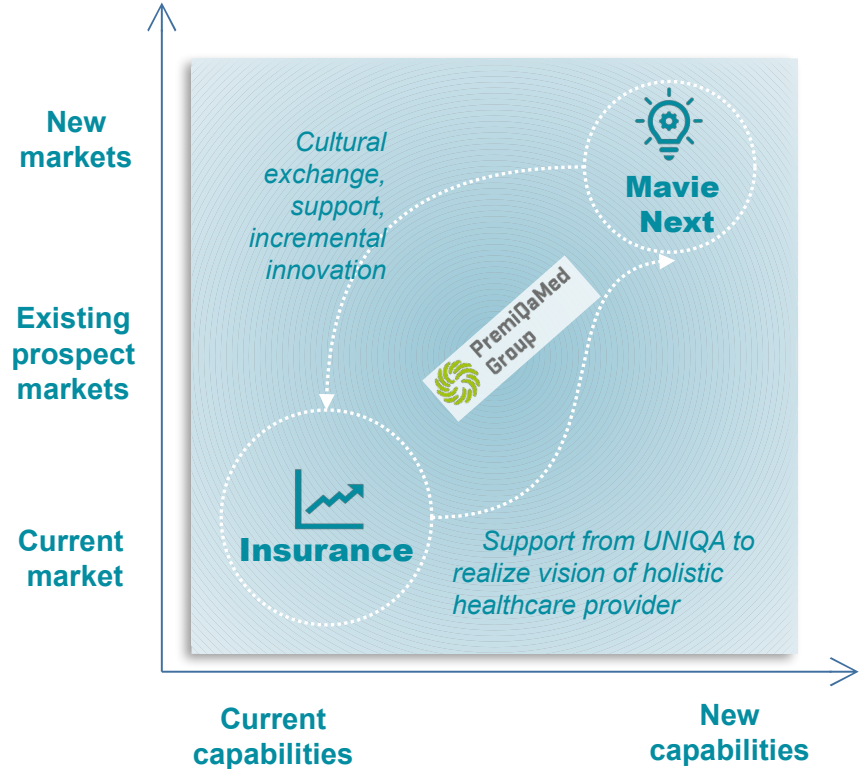
UNIQA Leading health insurer in Austria	PremiQaMed Group Leading private healthcare operator	LARA Make appointments faster and easier	Aging with dignity At home in familiar surroundings	Mavie With Mavie to greater well-being
<p>1.36 million people in Austria use UNIQA for private health insurance.</p> <p>Market share of 44% in private health insurance.</p>	<p>Around 46,000 inpatients are treated per year.</p> <p>Around 5,000 babies are born in their clinics every year.</p> <p>In Vienna, every 7th baby is born in one of their clinics.</p>	<p>There are 380 partners in the LARA partner network.</p> <p>LARA shortens and simplifies paths in the health care system, for example online appointments .</p>	<p>With a share in Cura Domo, UNIQA is the largest private provider of 24-hour care in Austria.</p> <p>More than 2,200 people care for around 1,150 families.</p>	<p>Mavie is the leading provider of occupational health care and in the mental occupational healthcare sector.</p> <p>The program is available to 120,000 employees in 150 companies.</p>

The challenges of today's healthcare system need to be addressed sustainably, incorporating innovations

Today's healthcare system faces significant challenges:

- An ageing population
- Mental Health
- Chronic diseases
- Neglect of prevention

UNIQA tries to address those challenges with its corporate start-up **Mavie Next**, analyzing healthcare and developing innovative service offers that are tailored to the needs of areas in current and tomorrow.



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UNIQA innovation case: An innovation to help insurance customers live a healthier life

Task: Propose a business case for a sustainable physical or digital innovation that improves the health of insurance customers which could be implemented by UNIQA and its large network.

Deliverables

Business Plan

Develop a convincing business plan, that describes your innovation and the business model. Specify how UNIQA and/or its network members can gain competitive advantage with your innovation.

Market Analysis

Conduct a market analysis which estimates the market size of your innovation, and potential competitors.

Triple Bottom Line

Calculate a triple bottom line, indicating the net-present-value (NPV), particularly focusing on the social impacts of your innovation on relevant KPIs.



Assessment

Criteria

- (1) Innovativeness
- (2) Persuasiveness of your business plan
- (3) Detail and quality of your analysis
- (4) Clarity of presentation



We expect your submission as a presentation containing the following chapters:

Chapter I: Introduction & Executive Summary

Chapter II: Business Plan

- What would be the financial impact of your suggestion? Apply quantitative analysis.
- How does your business plan demonstrate commitment to creating long-term value for all stakeholders?
- Why should your idea be implemented by UNIQA and how would it benefit its network members?

Chapter III: Market Analysis

- What is your target market for the sustainable product?
- What are the market size and market trends?

Chapter IV: Triple Bottom Line

- What positive social and environmental outcomes do you anticipate from the adoption and use of your product?
- How does your product maximize social welfare quantitatively?
- Which KPIs can capture the innovations' effect on UNIQA's triple bottom line?

Chapter V: Conclusion

- What strategy would you recommend to promote your sustainable product?
- What would be the high-level results of your suggestion?



Check out our other Business Case Challenges if you are interested in developing your skills even further:

Austrian Airlines

After working on UNIQA case, you discovered that you feel passionate about sustainable and carbon reduced travelling. Explore a sales and marketing perspective in the Austrian Airlines case:

Task: The vast majority of airline customers say that sustainability is important to them. Propose a business model to attract more customers to opt for sustainable air travel.

About: Austrian Airlines formulated an ambitious sustainable strategy. The airline is working on becoming CO₂ neutral by 2050, halving net CO₂ emissions by 2030.

OMV

After working on UNIQA case, you discovered that you feel passionate about sustainable and carbon reduced products. Explore a product development perspective of this topic in the OMV case:

Task: Propose a sustainable product within the strategic business segments and innovation themes of OMV that has positive social and environmental value.

About: OMV is one of the biggest industrial companies in the country. OMV Strategy 2030 represents a fundamental shift towards a circular business approach.

[Find out more by clicking here](#)

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Get ready for the Business Case Challenge 2024 – learn in Coaching-Sessions how to convince us!



Coaching

Hear from an expert in the field



Q&A

Ask questions to improve your BC



1 hour

30 min. coaching
30 min. Q&A



Online

Join an interactive session from home



Relevant tips

for the Business Case Challenge

Coaching-Session #1: BCC Calculations



Friday, 12 April 18:00-19:00

Coaching-Session #2: BCC Story-Telling



Friday, 26 April 18:00-19:00

Coaching-Session #3: UNIQA BCC



Friday, 10 May 18:00-19:00

Coaching: High School Track BCC



Friday, 17 May 18:00-19:00

For High School Students only

BCC Coaching #1: In a quantitative coaching, you will learn about BC calculations (12 April, 6pm)



“Investors are always interested in numbers. When looking at the financials in a business case the numbers need to be realistic, explainable and matching. The more sound and detailed financial calculations are, the more investors will trust in the overall reliability of a business case.”

Convince with numbers

Realistic, understandable & reliable BC

- **Making forecasts**
finding reliable data sources, making realistic assumptions, etc.
- **Calculating costs and revenues**
matching available data, structuring calculations, ensuring understandability, etc.
- **Presenting and explaining financials**
highlighting the key figures, etc.

Dr. Jakob Müllner

Assoc. Professor from WU

- **Teaching at WU university**
since 2006 with a specialization in International Business & Finance
- **Ex-jury member of the BCC**
and member of the BCC planning committee
- **Expert on calculating BCs**
and on corporate financial statements as well as on financial markets in general

BCC Coaching #2: In a qualitative coaching, you will learn about story-telling (26 April, 6pm)



“Dreaming big is important. Yet, there needs to be more to a business case than just the idea – investors are convinced by stories. Why is your idea relevant to the world we live in? Why will your plans work out? Why do people care? Giving convincing answers to these questions is key.”

Convince with stories

Relevant, believable & impactful

- **Making others care**
capturing your audience’s interest
- **Explaining the relevancy**
identifying a need by describing the world as-is and envisioning to change
- **Emphasizing the feasibility**
elaborating on how an idea has an impact on the status quo

Dr. Evelyn Reithofer

Ex-consultant

- **Experience as a management consultant**
for five years
- **Jury member of the BCC**
and member of the BCC planning committee
- **Assistant professor** conducting research and teaching at WU since 2023
- **Expert for storytelling**
and convincing company presentations in general

BCC Coaching #3: Prepare a convincing UNIQA Case (10 May, 6pm)



For UNIQA clients: ESG-orientated investment products

Investments are an effective lever for tackling major societal challenges. This is also becoming increasingly important for our customers. With our planning policy based on ESG criteria, we make an important contribution to sustainability and protecting the climate.

For UNIQA employees: Great place to work

In 2021, UNIQA has been recognized for the first time in the international Forbes employer rankings

For the society at large: Many initiatives

UNIQA supports various social initiatives (e.g., Special Olympics, Sindbad, Caritas)

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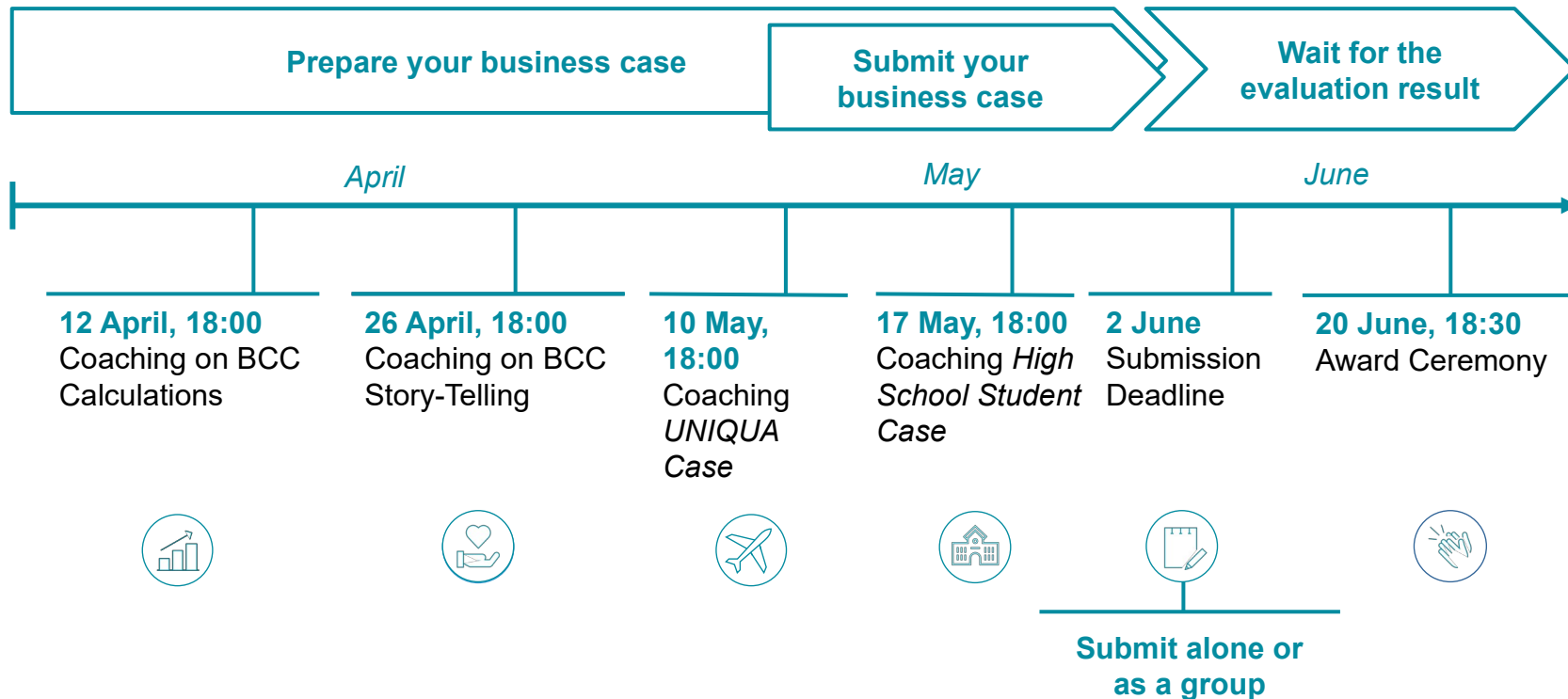


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Prepare your business case, participate in the coaching sessions, and submit it by 2 June



Our BCC jury consists of members from the private sector as well as university professors



DDr. Michael Tojner

CEO Montana Tech Components AG

Co-Initiator,
Business Case Challenge



Univ.-Prof. Dr. Jonas Puck

Wirtschaftsuniversität Wien

Co-Initiator,
Business Case Challenge



Dr. Evelyn Reithofer

Wirtschaftsuniversität Wien

Jury Member,
Business Case Challenge



Univ.-Prof. Dr. Bettina Fuhrmann

Wirtschaftsuniversität Wien

Jury Member,
Business Case Challenge



Mag. Thomas Zimpfer

B&C Industrieholding GmbH

Jury Member,
Business Case Challenge



Mag. Kurt Swoboda

UNIQA Insurance Group

Jury Member,
Business Case Challenge

We are looking forward to meeting you at our BCC awards ceremony

**Date:**

20 June 2024
18:30

**Guests:**

BCC winners, all the
sponsors, jury

**Place:**

WU Vienna

Agenda:

Guest lecture
Winner presentation
Awards ceremony
Sponsor meet & greets

Our sponsors

We would like to express our gratitude to our sponsors for their partnership in this year's Business Case Challenge!

Austrian 

SIEMENS

intior 

 **HAFEN WIEN**
ein unternehmen der **wienholding**

 UNIQA

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markas

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