

# PROTON BUSINESS CASE STUDY CHALLENGE 2026

## UNIVERSITY INFO DECK



MINISTRY OF HIGHER EDUCATION

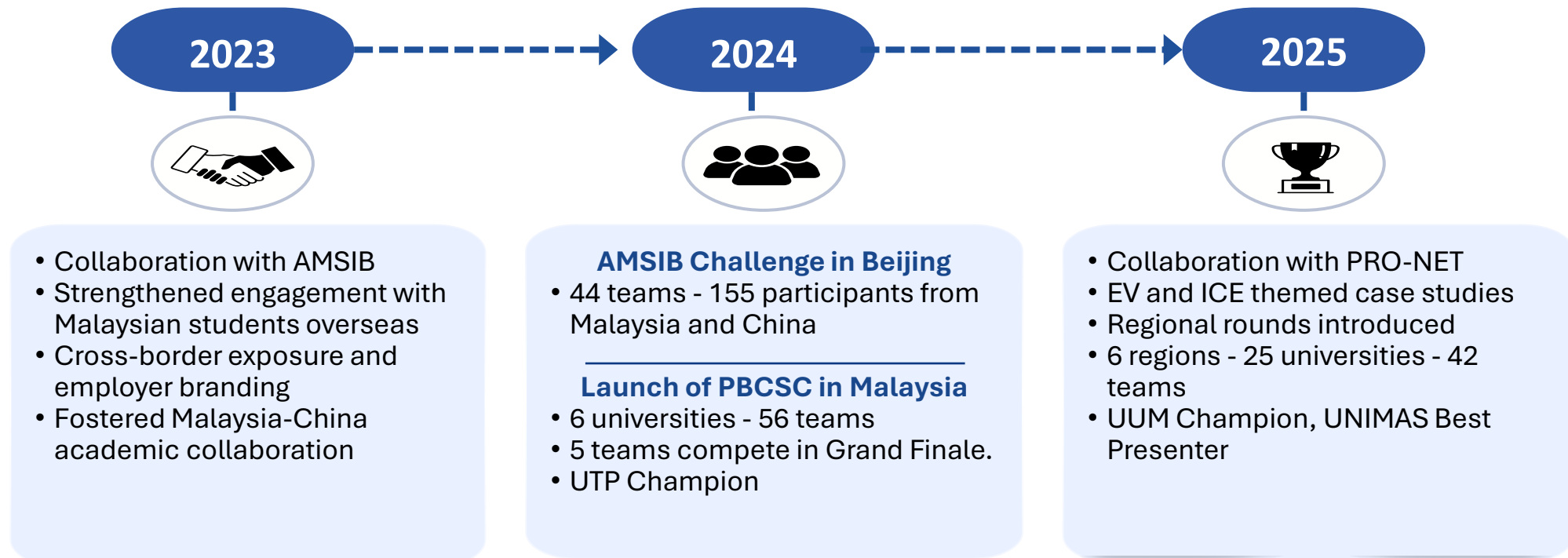


**PROTON**  
INSPIRING CONNECTIONS



## Background

- The PROTON Business Case Study Challenge (PBCSC) has evolved from an international initiative into a national-level university competition, providing more Malaysian university students with the opportunity to benefit.
- PBCSC 2026 is organised in collaboration with the Ministry of Higher Education (MoHE) to enhance programme recognition and expand outreach to universities nationwide.



# What's In It For Me ?

## Industry Exposure

Gain exposure to **real automotive industry challenges** and practical business problem-solving.

## In Partnership with MoHE

A **flagship collaboration** between PROTON and the Ministry of Higher Education (MoHE).

## Unleash Your Potential

Strengthen **strategic thinking, problem-solving and presentation skills** through hands-on competition experience.

## Build Relationship

Build stronger relationships between the university and PROTON while supporting **industry-academia engagement**.

## Career Opportunities

Create early exposure for **Internship, Work-Based Learning (WBL) and PROTON Young Talent (PYT)** opportunities.

## Networking with Others

**Connect with students** from different universities, exchange ideas, share perspectives and build valuable connections.

## Programme Information: PROTON Business Case Study Challenge 2026



**11**  
**SEPTEMBER**

**PREMINILARY TOPIC BLAST TO UNIVERSITY**  
Information Deck

**14-30**  
**SEPTEMBER**

**STUDENT REGISTRATION OPENS**  
Closed Registration on 30 September 2026

**07-09**  
**OCTOBER**

**PREMILINARY ROUND (ONLINE)**  
Date To Be Confirmed

**23-25**  
**OCTOBER**

**PHYSICAL CHALLENGE (ON-SITE)**  
Venue: To Be Confirm (within Klang Valley)



# PBCSC 2026 Format & Participant Eligibility

## 01 ELIGIBILITY



### FINAL-YEAR STUDENTS

- Open to **final-year students only**, with **3 members per team**.
- Preferably 25 years old and below.
- Each team to nominate 1 Team Leader.
- Team members must remain unchanged throughout the competition.
- Each university may nominate a **maximum of 2 teams**.

## 02 PRELIMINARY ROUND

### ONLINE CHALLENGE

Show your ideas.  
Solve real challenges.  
Go further.



#### BUSINESS CASE

Receive the same business case for all teams.



#### ONLINE PRESENTATION

Present your solution virtually.



#### TOP 18 TEAMS ADVANCE

Top 18 teams qualify for the Physical Challenge.

## 03 THREE-DAY PHYSICAL CHALLENGE

A NEW CASE OF INCREASING COMPLEXITY IS RELEASED EACH DAY.

### DAY 1



18 TEAMS

NEW CASE RELEASED



### DAY 2



TOP 12 TEAMS

ADVANCE TO DAY 2



### DAY 3



TOP 6 TEAMS

GRAND FINAL!

**KEY REQUIREMENTS** • Professionalism & Teamwork • Integrity • Meet all deadlines & rules • Original submissions

## Prize & Recognition



**Cash Prizes\***

**New Award**

**NEW CATEGORY 2026**

## PBCSC INFLUENCER AWARD

Recognizing the individual with the strongest digital presence, creativity, and engagement throughout the competition



Awarded based on creativity, engagement, and overall social media impact for PBCSC 2026

|  <b>GRAND FINAL (RM)</b> |                           |               |
|-------------------------------------------------------------------------------------------------------------|---------------------------|---------------|
|                          | Champion                  | <b>10,000</b> |
|                          | 1st Runner Up             | <b>8,000</b>  |
|                          | 2nd Runner Up             | <b>5,000</b>  |
|                          | Best Individual Presenter | <b>1,000</b>  |





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# PROTON BUSINESS CASE STUDY CHALLENGE **2026**

## FIRST ROUND TOPIC REVEALED



## PBCSC 2026 Journey

# ONE IDEA, FOUR ROUNDS



Preliminary Round  
(Online)

01

# DISCOVER

INSIGHT

Online qualifier

Understand potential customers

Physical Challenge (On-site)

02

# FEEL

EXPERIENCE

Day 1 On-site  
Monday

03

# END

VERY

On-site  
Final

**REVEAL SOON**

# INSIGHT DISCOVER

Find the real **Gen Z** expectations



## Topic: EVs and Gen Z: What Missing?

### 👁 Key Coverage

1. Why does Gen Z not consider an EV as their first car?
2. Identify the key factors that may prevent Gen Z from choosing an EV.
3. Looking 3-5 years ahead, select one Gen Z life-stage segment (e.g., students or working professionals) and explain its mobility needs, purchasing priorities, and decision-making context.
4. Explain why PROTON e.MAS may not yet be well positioned to attract Gen Z.

### 🕒 ONLINE FORMAT

- 2–3 parallel presentation cohorts (TBC)
- 5-minute pitch + 5-minute Q&A

### Requirement

- Max 5 slides presenting your key insights and proposed ideas.
- Support the insight with reliable sources or interviews.
- 1 slide infographic (summary of your overall presentation)
- 1 – Minute video/snippet (optional)

**Who → Insight → Opportunity → Ideas**

## Judging Criteria

**1**

**Topic  
Understanding &  
Insights**

**2**

**Pitching Ideas**

**3**

**Commercial  
Viability**

**4**

**Time  
Management**

**5**

**Creativity**

**6**

**Q&A  
Performance**

\*Note: Use reliable sources, accurate information and your own ideas. AI should not replace your team's own thinking

# FAQ

## What is PBCSC 2026?

PBCSC 2026 is the **P**ROTON **B**usiness **C**ase **S**tudy **C**hallenge, a national-level university competition designed to provide students with exposure to real-world industry challenges, strategic problem-solving and engagement.

## Who is organising PBCSC 2026?

The competition is organized by **PROTON**, with collaboration with the Ministry of Higher Education (MoHE) as the strategic partner.

## Is PBCSC 2026 a national-level competition?

Yes. PBCSC 2026 is designed as a national-level university competition, with participation targeted across Malaysia.

## Can students from public and private universities participate?

Yes, national wide.

## Can students from different faculties form one team?

Yes, students from different faculties can join together in one team. However, all team members must be from the **same university campus**.

## Who can participate?

Open to **final-year university students**, and preferably 25 years old and below.

## How many team can each university register?

Maximum 2 group team members for each university

### How will universities register?

All university register through link provided by the organising committee

### Is there a registration fee?

No any registration fee.

### What happens after the Preliminary Round?

Only shortlisted teams proceed to the Physical Challenge and will be communicated separately.

### Are there prizes for the winning teams?

Absolutely! The winning teams will take home exciting prizes worth more than RM25,000 in total.

### For Physical Challenge, is the accommodation and provided?

Yes, accommodation will be provided. The organizing committee will contact the participants directly with the accommodation details and necessary arrangements.

### Any questions?

For further enquiries, please reach out to us via email: [pbcsc2026@proton.com](mailto:pbcsc2026@proton.com) or contact Pn. Zulia directly WhatsApp at +6013-665 6337.

# FAQ



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# THANK YOU

