



## **A unique and entrepreneurial e-commerce experience for students in Italy**

Amazon Campus Challenge is a team competition offered to Bachelor and Master Students in Italy for the school year 2019-2020. With this competition organized in several European countries, Amazon offer students the opportunity to enrich their personal and professional development with a real entrepreneurial experience.

### **Competition rules**

Students compete in teams of 2-5 individuals. After having identified a company of their choice (not yet on Amazon Marketplace) and agreed on a partnership, they will define and implement an efficient and long-term e-commerce strategy. They will be facing real customer satisfaction, e-commerce challenges and business competition. At the end of the online sales period, the 5 best teams will be invited to present their strategy and results to a jury composed with e-commerce experts (incl. Amazon Italy leader).

The winning teams will receive prizes according to their ranking: € 10.000 to share between the team members for the winning team; € 7,000 for the 2<sup>nd</sup> team; € 5,000 for the 3<sup>rd</sup> team and € 3,000 for the 4<sup>th</sup> and 5<sup>th</sup> teams.

### **Calendar**

#### **June '19 to Dec '19 : Preparation phase**

- June 2019 : Opening of registration
- 31th October 2019 : end of the team registration
- 13th December 2019 : end of company registration

#### **Jan '20 to Apr '20: online competition**

- 13th January 2020 : Launch of the online shops
- Performance optimization
- Definition of the product selection and pricing, inventory management

#### **May '20: Finalist selection**

- Team performance analysis
- 5 finalists announced
- Finale preparation

#### **Jun '20: Finale**

- Presentations in front of the Jury, ranking announced, award ceremony

For more information, visit our Website: <https://www.amazoncampuschallenge.it/it/>

*This competition is organized by the Amazon (country) Marketplace in collaboration with the Human Resources and Talent Acquisition teams of Amazon. The Marketplace allow companies to sell their product on Amazon.it in full independence.*