

FEB



THE 20TH
MANAGEMENT
E[X]POSED

REDEFINING URBAN FUTURES:

Technological Innovation and
Environmental Harmony



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Dean's Foreword

Management e[X]posed is an annual event organized by the Management Student Society (MSS) at Faculty of Economics and Business, Universitas Indonesia. Business Case Competition, Youth Talk, Lapak Loka, Business Plan Competition, Talkshow, Company Visit, and M[X] Gala Night are some of the main events of Management e[X]posed. These events aim to improve participants' business and entrepreneurship skills, knowledge, and attitude.

Management e[X]posed will enter its 20th year in 2025, carrying the grand theme of "Redefining Urban Futures : "Technological Innovation and Environmental Harmony". This theme reflects a crucial mission to build a city that integrates technological innovations while supporting environmental quality. Implementing smart technologies cities can significantly reduce operational costs, attract investment, and foster new industries. On the other hand, these technologies can also bring environmental benefits such as mitigating the effect of climate change, enhancing public health, and spreading more resilient urban ecosystems. This committee will invite teams from all over Indonesia to participate in these events, targeting individuals who are passionate about business and innovation.

We believe attending this event will be of great benefit because it will challenge participants to sharpen their knowledge, be more innovative, and broaden their experience with the real business senses. The contents and benefits of this event are well-known, as proven by a large number of students from universities across the country who once attended a similar event at FEB UI.

Teguh Dartanto, Ph.D.





Get to Know Us

What is M[X]?

An event that focuses on the update of business and entrepreneurship issues in the world.

Who is M[X]?

An annual event held by Management Student Society, an organization under the supervision of Department of Management FEB UI, that aims to develop people in skill, knowledge, and attitude in business and entrepreneurship.

Our Vision

Making the 20th Management e[X]posed a platform for students to develop in the fields of business and entrepreneurship, as well as a starting point for them to begin their entrepreneurial journeys.

Our Mission

Coordinate and organize all activities for the 20th Management eXposed to align with its objectives. Deliver valuable knowledge through a series of events for both internal and external participants.

PROFOUND

Professionalism, Outstanding, Family,
Worthwhile, Fun, Dedication



Grand Theme

Redefining Urban Futures: Technological Innovation and Environmental Harmony

More than 55% of the world's population currently resides in urban areas, and this number is projected to increase to 68% by 2050. Meanwhile, major cities in Indonesia are still grappling with serious challenges such as traffic congestion, air pollution, and suboptimal waste management. As the world enters a new era of urbanization, cities are becoming centers for innovation, sustainability and resilience. Massive population growth and environmental challenges present both urgency and opportunity. The concept of smart cities continues to evolve, not only through technological advancements but also through their broader impact on society and the environment. Technology today is not just about improving efficiency, it also makes a contribution in fostering environmental harmony and human well-being.

Building cities that integrate technological innovation and environmental quality can also bring positive outcomes across multiple sectors. Economically, it attracts investment, reduces operational costs, and increases economic growth. Environmentally, it helps mitigate climate change effects and opens the access to sustainable technologies that benefit both people and the planet. Socially, it improves public health, promotes social inclusion, and enhances mobility and accessibility for all.

This event serves as a platform for students across Indonesia to actively contribute to these urban challenges through business innovation. Participants are encouraged to develop business plans that prioritize sustainability and offer real solutions for the future of urban living. Through exposure to industry experts, students will sharpen their critical thinking, entrepreneurial mindset, and problem solving skills to be the changemakers in urban development.

Event Highlights

Case Release Day

Monday, 30 June 2025 | Zoom Meeting

In this edition, Youth Competition as our business case competition will feature a case developed in collaboration with a planned case contributor, launched through an expert-led overview followed by an interactive Q&A session. Once released, the full case will allow participants to immediately begin their analysis and presentation preparation.

Youth Competition (Final Day)

Monday, 14 July 2025 | Zoom Meeting

Youth Competition: Mini Business Case Competition, part of The 20th Management e[X]posed, is an inaugural initiative designed to equip high school students across Indonesia with real-world experience in solving complex business challenges through strategic thinking and innovation. In this session, finalist teams will present their solutions in front of the judges. Following the presentations, the top 3 winners will be officially announced and awarded.

Company Visit

Monday, 3 November 2025 | Deloitte

The company visit aims to give the finalists the opportunity to visit our partnered company to gain firsthand insights into the operations and environment of the company partner.





Technical Meeting

Friday, 7 November 2025 | Zoom Meeting

The Technical Meeting serves as a vital preparation stage for all finalists of The 20th Management e[X]posed Business Plan Competition. This session provides a clear rundown of the final event's agenda, competition rules, judging criteria, and technical guidelines. It also offers an open forum for participants to ask questions and clarify any uncertainties, ensuring that all teams are well-informed and ready to deliver their best in presenting innovative, sustainable solutions for the future of urban living.

Training Day

Saturday, 8 November 2025 | Zoom Meeting

As part of The 20th Management e[X]posed Business Plan Competition, Training Day empowers participants with strategic insights through expert-led sessions in finance, marketing, operations, HR, and technology. Focusing on innovation and sustainability, the program challenges participants to refine their analytical skills and develop visionary business plans for the future of urban living.

Youth Talk

15 November 2025 | Urban Forest Cipete

Youth Talk is a mini-discussion forum featuring leading speakers who share insights on "Passion with Purpose: Scaling Creativity into Strategy." It offers young people and future business leaders practical knowledge and inspiration directly from experienced professionals.





Lapak Loka

15-16 November 2025 | Urban Forest Cipete

Lapak Loka is a bazaar event dedicated to highlighting the creativity and unique identity of Indonesia's local brands. It serves as a platform to support and uplift local businesses by connecting them with a wider, trend-aware audience. To enrich the experience, Lapak Loka plans to collaborate with live music events, enhancing the artistic ambiance and fostering a vibrant, engaging atmosphere.



Talkshow

Wednesday, 19 November 2025 | Auditorium FEB UI

As part of the 20th Management e[X]posed event series, the Talkshow is designed to provide a deeper understanding of the key elements involved in building and managing a successful business. Centered on how to effectively start and operate a business, the Talkshow will be held in two sessions, each focusing on different facets of entrepreneurship. It will feature insightful discussions and real-life experiences shared by industry experts and seasoned entrepreneurs, aiming to inspire and guide participants on their entrepreneurial journey.



Business Plan Competition (Final Day)

Wednesday, 26 November 2025 | Student Center FEB UI



Finalists will deliver their business plans via pitch decks to the judging panel, who will assess the presentation and ensuing a Q&A round to select the winner. This event will take place in the Faculty of Economics & Business of Universitas Indonesia.

Gala Night

Friday, 28 November 2025 | TBA

The 20th Management e[X]posed Awarding Night is an exclusive evening dedicated to honoring the dedication and outstanding achievements of participants and committee members. Set in an elegant venue, this gala dinner event creates a vibrant and joyful atmosphere, complemented by interactive entertainment, artistic performances, and the presentation of awards to the most innovative and strategic thinkers throughout the competition. More than just the grand finale, the Awarding Night is a moment to strengthen bonds, ignite new inspiration, and pay tribute to the hard work and creativity of everyone involved.





Lapak Loka

Lapak Loka is a bazaar event designed to showcase the creativity and identity of Indonesia's local brands. As the annual pre-event of the 20th Management e[X]posed, organized by undergraduate management students from the Faculty of Economics and Business, Universitas Indonesia, it features a curated selection of tenants in fashion, art, and craft. Embracing the grand theme "Timeless: Decades of Expression", Lapak Loka highlights the enduring value of local creativity. Through this platform, we aim to support and elevate local brands by connecting them with a broader and trend-conscious audience.

**The 11th Lapak Loka Proudly Presents This Year's Grand Theme:
Timeless: Decades of Expression**

What We Do?

Offline Bazaar

Since 2015, Lapak Loka has hosted a vibrant bazaar featuring over 30 carefully selected local brands committed to environmental consciousness. With a strong emphasis on fashion, alongside elements of art and culinary culture, the event provides space for local entrepreneurs to thrive. Lapak Loka aims to serve as a bridge between local businesses and the younger generation, fostering greater appreciation and enthusiasm for homegrown products.

Music Partner

We aim to collaborate with music events as part of the bazaar. By integrating live music, we aim to enhance the artistic atmosphere and create a dynamic experience. This collaboration will bring together fashion and music as complementary art forms. We believe this will offer a distinctive and immersive experience for all attendees.



Social Media Reach



Instagram

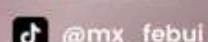


@mx_febui

Followers: 6,365
Impressions: 53K
Account Reached: 6,667
Profile Activity: 48.8K



TikTok



@mx_febui

Followers: 1,464
Total likes: 59K
Top views: 376,2K
Profile view: 2,252

Gender Distribution

Men : 47,8%

Women : 52,2%

Age Range

18> years old : 0,7%

18-24 years old : 55,1%

23-34 years old : 33,4%

34< years old : 10,8%

Targets

Talkshow and Youth Talk Attendees : 500+

Lapak Loka Tenants : 35+

Business Case Participants : 30+

Business Plan Participants : 45+

Past Speakers



Sandiaga Uno

Businessman and Former Minister of Tourism and Creative Economy of Indonesia



Mediko Azwar

Former Chief Marketing Officer of Bluebird Group



Jasmine Ainal Muthia

Founder of Lala Market



Ruskha Soedibyo

Director of Raine Beauty



Ridzki Kramadibrata

Former CEO and Commissioner of Grab Indonesia



Lukman Benjamin

Founder & CEO of Creativox



Chrisanti Indiana

Co-Founder & Chief Marketing Officer of Sociolla



Nicko Widjaja

CEO of BNI Ventures





Targeted Speakers



Teuku Riefky Harsya

Minister of Creative Economy



Stella Christie

Wakil Menteri Pendidikan,
Kebudayaan, Riset, dan Teknologi RI



Raditya Dika

Founder & CEO of Ekresa | Author
& Content Creator



Tasya Farasya

Founder & CEO of Mother of Pearl



Jeffry Jouw

Founder and CMO of USS Networks
& Advisor Kick Avenue



Andanu Prasetyo

Founder & CEO of Kopi Tuku



Jovi Adhiguna

Content Creator & Founder
of Street Boba and Gildak



Linda Anggrea

Founder & CEO of Buttonscarves





What They Said About MANAGEMENT E[X]POSED

Barik Sunaryanto Putro

Team Leader of Kucing Cimit | 1st Winner The 19th M[X]



Management Exposed was actually my first-ever business plan competition and also the first one I won. I'd say MX is really beginner friendly because they provide amazing mentors who are super insightful and help guide you through the whole process. But the most memorable part for me wasn't just the competition itself, it was the experience and all the fun we had. Fortunately, our LO was a very fun and caring person, we got along almost in an instant right after we met. We met so many new people, made great connections, and also had a very fun company visit as one of the finalists. The committee was also super kind and supportive. Overall, my team and I had such a great time. It's an experience we'll never forget it's where Kucing Cimit was born, and the rest is history.

Ratu Hanifa

Team Leader of The Winner | 3rd Winner The 19th M[X]

The 19th M[X] was such a meaningful and eye-opening experience for me. It was truly one of the most memorable competitions I've ever joined. One thing that really set it apart from other business plan competitions was how each team got personalized mentoring for every part of our business. The insights we gained were super valuable and really helped us improve. I'm so grateful to have been part of this journey, and I hope this year's participants enjoy it just as much.





SPONSORSHIP BENEFITS

	PLATINUM	GOLD	SILVER
Logo on Poster	XL	L	M
Logo on Social Media	XL	L	M
Logo on Certificate	XL	L	M
Ad Libs	14x	12x	10x
Company Profile	120s	60s	30s
Running Logo	Yes	Yes	Yes
Logo on Virtual Background (Business Plan Competition)	XL	L	M
Logo Standing Banner (Youth Talk)	XL	L	M
Logo Standing Banner (Talkshow)	XL	L	M
Logo at Stasiun UI Jumbotron	XL	L	M
Special Promotion on Mclix	Yes	-	-
Logo on M[X] After Movie	Yes	Yes	Yes
Logo on Backdrop (Youth Talk)	XL	L	M
Logo on Backdrop (Talkshow)	XL	L	M
Logo on Backdrop (Awarding Night)	XL	L	M
Product Placement at Youth Talk	Yes	-	-
Product Placement at Talkshow	Yes	Yes	-
Product Placement at Competition Day	Yes	-	-
Booth at FEB UI	Yes	-	-
Tiktok Contents	3 Contents	1 Content	-
Logo on M[X] Youth Talk Youtube Live Frame	XL	L	M
Logo on M[X] Talkshow Youtube Live Frame	XL	L	M
Partnership Investment	Rp45.000.000	Rp35.000.000	Rp20.000.000



IN-KIND PACKAGES

	GOLD	SILVER	BRONZE
Logo on Poster	L	M	S
Logo on Social Media	L	M	S
Logo on Certificate	L	M	S
Ad Libs	14x	12x	10x
Company Profile	120s	60s	-
Running Logo	Yes	Yes	-
Logo on Virtual Background (Business Plan Competition)	L	M	S
Logo Standing Banner (Youth Talk)	L	M	S
Logo Standing Banner (Talkshow)	L	M	S
Logo at Stasiun UI Jumbotron	L	M	S
Special Promotion on MClix	Yes	-	-
Logo on M[X] After Movie	Yes	Yes	Yes
Logo on Backdrop (Youth Talk)	L	M	S
Logo on Backdrop (Talkshow)	L	M	S
Logo on Backdrop (Awarding Night)	L	M	S
Product Placement at Youth Talk	Yes	-	-
Product Placement at Talkshow	Yes	Yes	-
Product Placement at Competition Day	Yes	-	-
Booth at FEB UI	Yes	-	-
Tiktok Contents	3 Contents	1 Content	-
Product at Goodies	Yes	Yes	Yes
Logo on M[X] Youth Talk Youtube Live Frame	L	M	S
Logo on M[X] Talkshow Youtube Live Frame	L	M	S
Partnership Investment	Rp25.000.000	Rp18.000.000	Rp10.000.000

ADD ONS

Instagram Content	Rp1.000.000
Special Talkshow Session (Talkshow)	Rp2.750.000
Special Talkshow + Quiz Session (Talkshow)	Rp3.000.000
Booth at Talkshow	Rp2.500.000
Official Titling for Talkshow (1 Slot Only)	Rp30.000.000
Company Jingle	Rp850.000 (60s)



IN-KIND PACKAGES

Food and Beverages

Provide meals for participants and committees and gain visibility and exposure to the event's target audience

Merchandise Kit

Provide in-kind products and goodie bags for participants, speakers, and moderators in exchange for promotional opportunities.

Vouchers

Providing vouchers as a form of support or promotional benefits can increase brand visibility and exposure.

Official Clothing

Provide branded apparel to events or organizations, showcasing their logo and creating a professional and unified image.

Venue

Provide the venue for Lapak Loka and M[X] Gala Night.

Advertising

Provide the media for publication (in form of television, billboard, radio, print media appearance, ad-libs) needed for M[X] or the cost for publication.

Transportation

Provide vehicles or transportation for M[X] (Bus, Shuttle, or Car).

Doorprize

Provide items or products as door prizes for the M[X] Talk Show audience and for the finalists of the M[X] Business Plan and Business Case Competition.

TERMS OF PAYMENT

Sponsors are required to provide 60% of the sponsorship investment after signing the agreement and 40% of the sponsorship investment one week before the event runs. If the payment is not fulfilled as scheduled, the committees have the right to conduct modification of advertisement into size, sum, form.

Payment of Sponsorship can be transferred to:

Bank Mandiri

KCP Universitas Indonesia, Depok

157-00-055770-6

MANAGEMENT EXPOSED FEB UI



PARTNERSHIP BENEFITS

Increase Brand Awareness

Market Expansion

Direct Promotion

Reaching Promising Talents

Increase Digital Exposure

Corporate Social Responsibility



PUBLICATION TOOLS

BANNER

XL

L

M

M

S

COMPETITION BOOKLET

XL

L

M

S

S

S

BACKDROP

XL

XL

L

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M

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S

JUMBOTRON

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LIVE FRAME

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FLYER

XL XL L M S

IG STORY

XL XL L M S

IG FEED

XL XL L M S

CERTIFICATE

XL XL XL L L M S S S

STANDING BANNER

XL L M S S M S S

AFTERSHOW

XL XL XL L L M S S S



PAST CONTRIBUTORS

PAST SPONSORS



PAST MEDIA PARTNERS





LET'S COLLABORATE!

PARTNERSHIP

Sponsorship: Aina (+62 812-9912-6170)

In-Kind (Food and Beverages): Caleb (+62 812-8763-0842)

partnership@mx-febui.com

PUBLICATION

Media Partnership: Alena (+62 812-8918-3691)

publication@mx-febui.com

EVENT

Alisha S (+62 858-8177-0150)

event@mx-febui.com

COMPETITION

Anisa (+62 822-3130-0531)

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LAPAK LOKA

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