



# 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



1 <sup>st</sup> place	€ 1,500
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2 <sup>nd</sup> place	€ 500
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**All participants will receive a personalized participation certificate!**

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## Sustainability & energy and chemicals industry

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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**WU**  
VIENNA

**BUSINESSCASE  
CHALLENGE**



# The energy & chemicals industry needs to be transformed to be viable in a sustainable future



## Fossil oil & gas have a large environmental impact

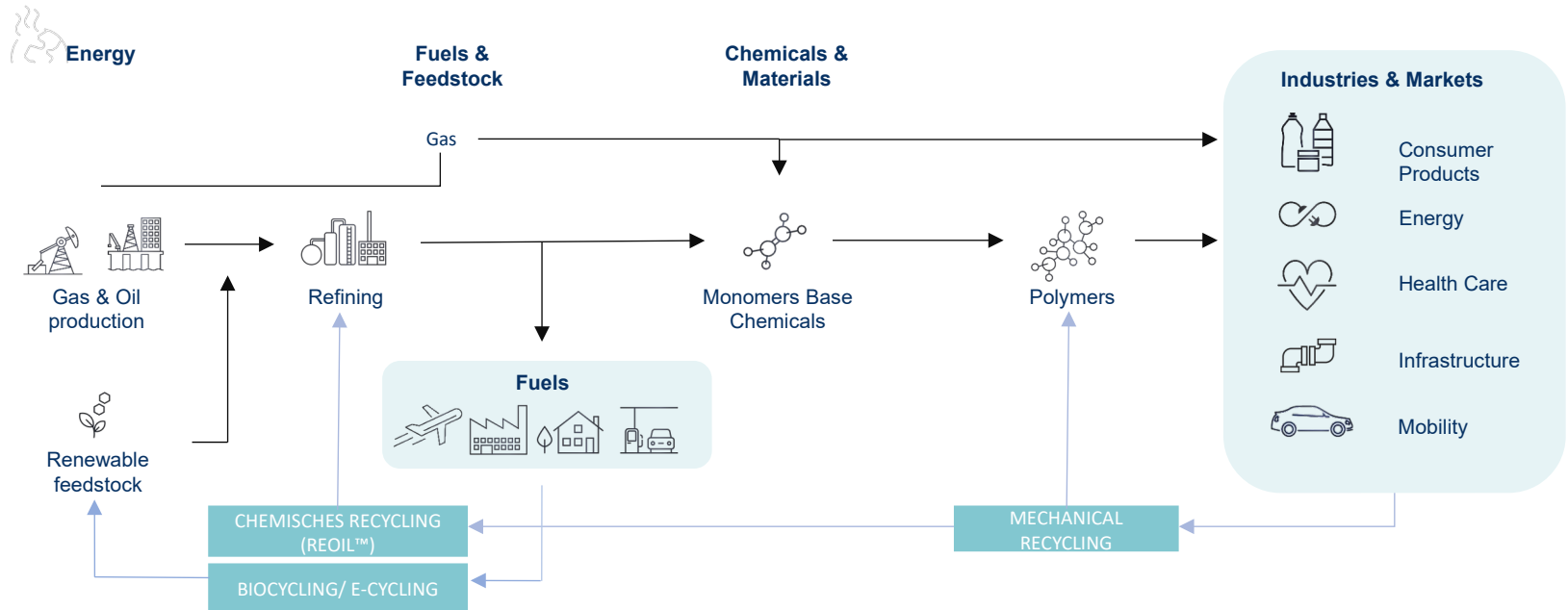
- Fundamental source of greenhouse gas emissions
- Oil and gas development threatens wildlands
- Drilling disrupts wildlife habitats
- Oil spills can be deadly to ecosystems
- Pollution impacts communities
- Production bears detrimental risks



## Companies in the energy & chemicals industry need to become more sustainable

- Improving existing operations
  - Decreasing freshwater usage
  - Reducing emissions in oil & gas operations
  - Reducing methane leaks
  - Improving water recycling efforts
- Diversifying into low carbon energy and other industries

# While the days of fossil fuels as an energy source are limited, they are still needed to produce essential products



# Sustainability and sustainable development are key concerns for companies across industries

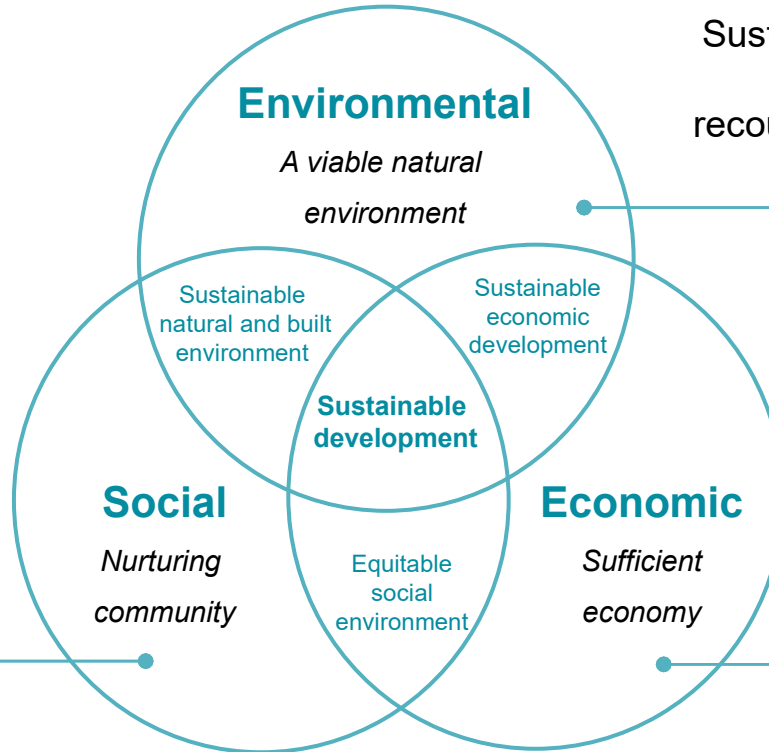
“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations)

## Sustainable development has 17 defined goals



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

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



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

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



## 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



## 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

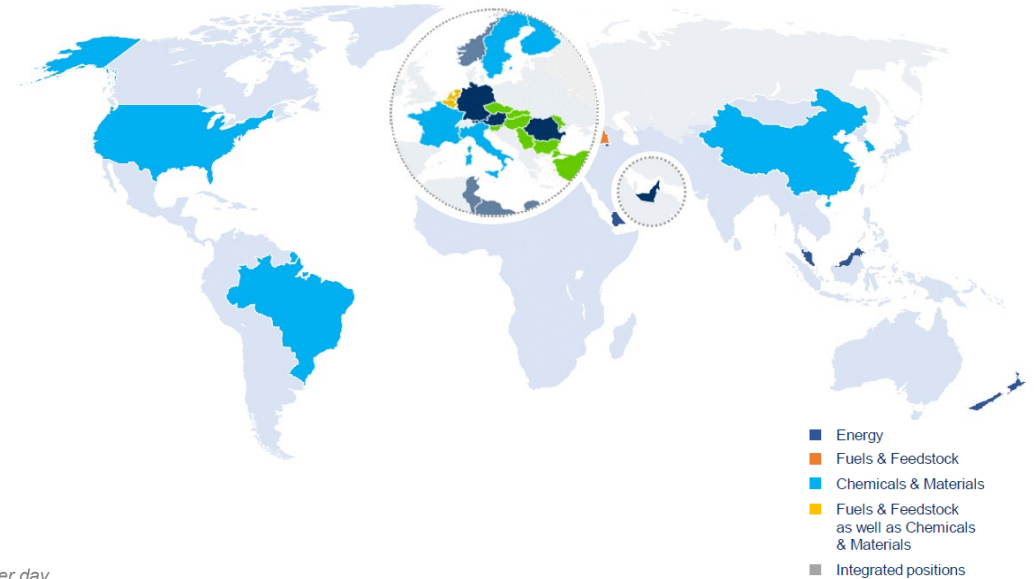


# OMV is a global Energy & Chemicals Group player, and one of the biggest industrial companies in Austria

## Key figures for 2022

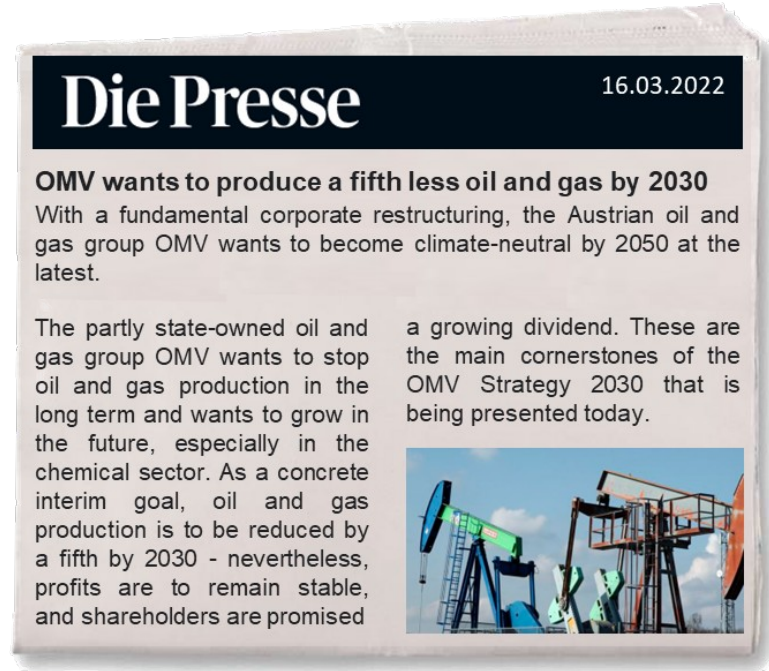
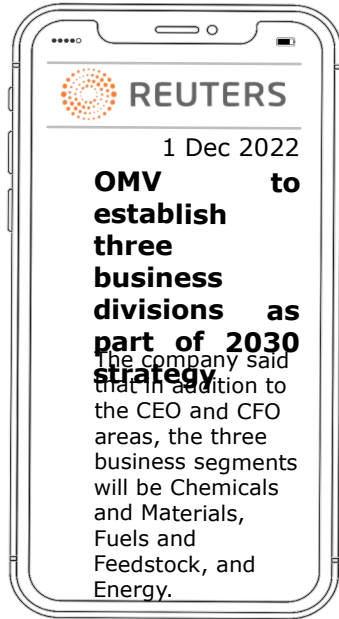
SALES REVENUES	62 EURbn
CLEAN CCS <sup>1</sup> OPERATING RESULT	11 EURbn
CASH FLOW	10 EURbn
TOTAL HYDROCARBON PRODUCTION	392 kboe/d <sup>2</sup>
ANNUAL REFINING CAPACITY	~500 kbbl/d <sup>3</sup>
EMPLOYEES	~22,300

## OMV's global footprint



1: Here: Current Cost of Supply; 2: 1000 Barrel of oil equivalents; 3: 1000 barrels per day

# OMV's Strategy 2030 is highly transformational and big step towards sustainability



Watch OMV's Videos here



Visit the Strategy 2030 [website](#)

# OMV Strategy 2030: Become a leading sustainable fuels, chemicals and materials company

- 1 Net-zero emissions needed by 2050 at the latest to limit global warming to 1.5 degrees Celsius
- 2 Demand for oil and gas will fall over the next three decades, with a reduction in oil demand beginning earlier and progressing faster
- 3 Natural gas will act as transition fuel
- 4 Rising demand for sustainable feedstock and fuels
- 5 Demand for chemicals and materials will continue to grow, playing a significant role in a more sustainable future
- 6 Circular economy will be a key driver to reduce waste and regenerate resources



*"If we want to maintain and expand living standards around the world while ensuring the survival of our society, we must move to a more sustainable way of doing business. For this reason, OMV will re-invent essentials for sustainable living."*

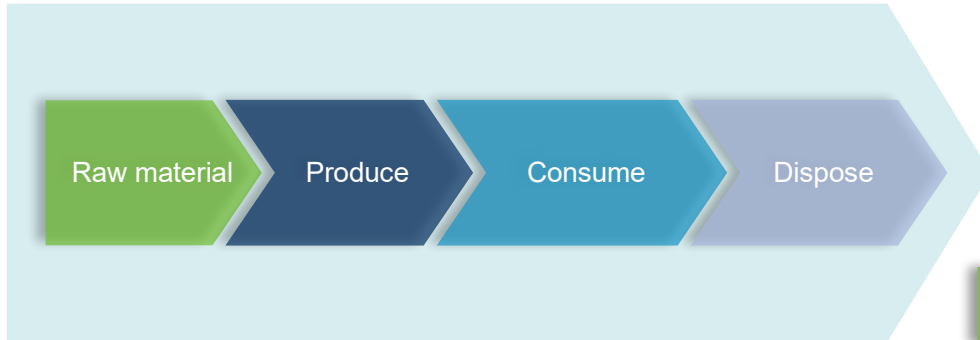
**Alfred Stern, OMV CEO**

# OMV Strategy 2030: Fundamental shift from a linear towards a circular business approach

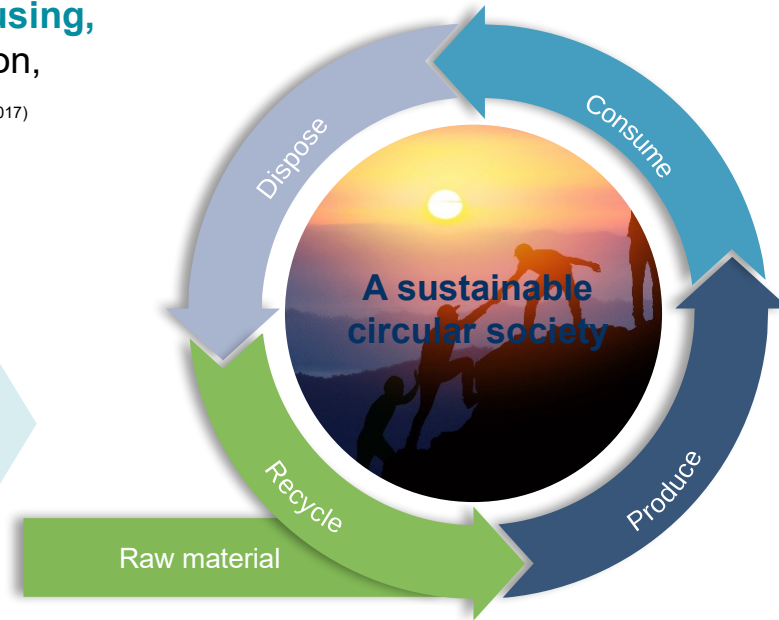
## What is CE in theory?

Circular economy (CE) refers to an economic system that replaces the “end-of-life” concept with **reducing, reusing, recycling and recovering materials** in production, distribution and consumption processes (Kirchherr et al. 2017)

### Linear economy



### Circular economy



# OMV's transformation needs to cut across all its business segments

Click on the segment icon for information videos



## Chemicals & Materials

- Become a **global leader in specialty polyolefin solutions**
- **Scale up the circular business** and diversify into new **high-value chemicals and materials** for long-life applications



## Fuels & Feedstock

- Reconfigure refining in the direction of **renewable fuels and chemical feedstock** production with deeper chemicals integration
- Provide **mobility solutions** by building a sustainable fuels business and **growing retail** through non-fuel business and e-mobility



## Energy

- Leverage existing capabilities to **provide sustainable energy solutions** (geothermal, carbon capture solutions)
- **Reduce fossil production** gradually and shift to natural gas, as an energy transition fuel



Build a **sustainable growth business model**, with focus on circular economy solutions.

# OMV's innovation efforts need to cover the entire value chain



## Recycling technologies

Mechanical and chemical **recycling of plastic waste** to circular products



## Biofuels and -feedstock

Leverage **renewable / bio-based streams** to produce sustainable fuels and feedstock (e.g., SAF)



## Catalyst & polymer technologies

Proprietary catalyst & technology **platforms to produce specialty products**



## Synthetic fuels and feedstock

**Direct conversion** of CO<sub>2</sub> into **valuable fuels** and feedstock for chemicals



## Clean Hydrogen Technologies

Explore potential for **subsurface energy storage solutions**, incl. H<sub>2</sub>, using **depleted reservoirs**



## Geothermal energy

Develop **geothermal business** leveraging **Vienna basin opportunities** & **OMV capabilities** to provide **zero-emissions heating**



## Carbon Capture, Storage & Utilisation (CCU/S)

**Screen & pilot use of depleted reservoirs**



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# Innovation case: Develop a business case for a sustainable product

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

## Deliverables

### Business Plan

Come up with sustainable innovation that would align with OMV strategy and develop a convincing business plan, that describes your idea.

### 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), as well as the ecological and 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 is the pricing strategy, and how does it align with sustainability goals?
- What would be the financial impact of your suggestion?
- How does your business plan demonstrate a commitment to creating long-term value for all stakeholders?

### Chapter III: Market Analysis

- What is your target market for the sustainable product?
- What is the size of the market?
- What are the current trends in the industry?

### 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 minimize its carbon footprint and reduce environmental degradation?

### 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 the OMV case, you discovered that you feel passionate about sustainable and carbon reduced products. 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 CO<sub>2</sub> neutral by 2050, halving net CO<sub>2</sub> emissions by 2030.

## UNIQA

After working on the OMV case, you now want to look into a completely different topic: Sustainable and socially responsible health care solutions. Explore the UNIQA case:

**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.

**About:** UNIQA Group will be climate-neutral by 2050 (by 2040 in Austria). Sustainability is a core element of UNIQA's 3.0 programme for the future and is non-negotiable.

[Find out more by clicking here](#)

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# Get ready for the Business Case Challenge 2024 – learn in Coachings 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 #1: BCC Calculations



Friday, 12 April 18:00-19:00

### Coaching #2: BCC Storytelling



Friday, 26 April 18:00-19:00

### Coaching #3: OMV BCC



Friday, 10 May 17:00-18:00

### 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 storytelling (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: In the OMV coaching, you learn how to ace the OMV case



*“OMV is one of the biggest industrial companies in the country. OMV Strategy 2030 represents a fundamental shift towards a circular business approach. We understand, that the Business Case Challenge Task is complex. We are here to help and to discuss your questions on the OMV case.”*



## Convince us @ OMV

### *Sustainable and innovative*

- **We do not expect you to be an expert**  
You do not need to provide detailed technical explanations beyond what could be expected
- **Many small ideas make a change**  
Instead of re-inventing the wheel, think about how innovations on a smaller scale can make a difference
- **Think outside the box**

We appreciate your creativity





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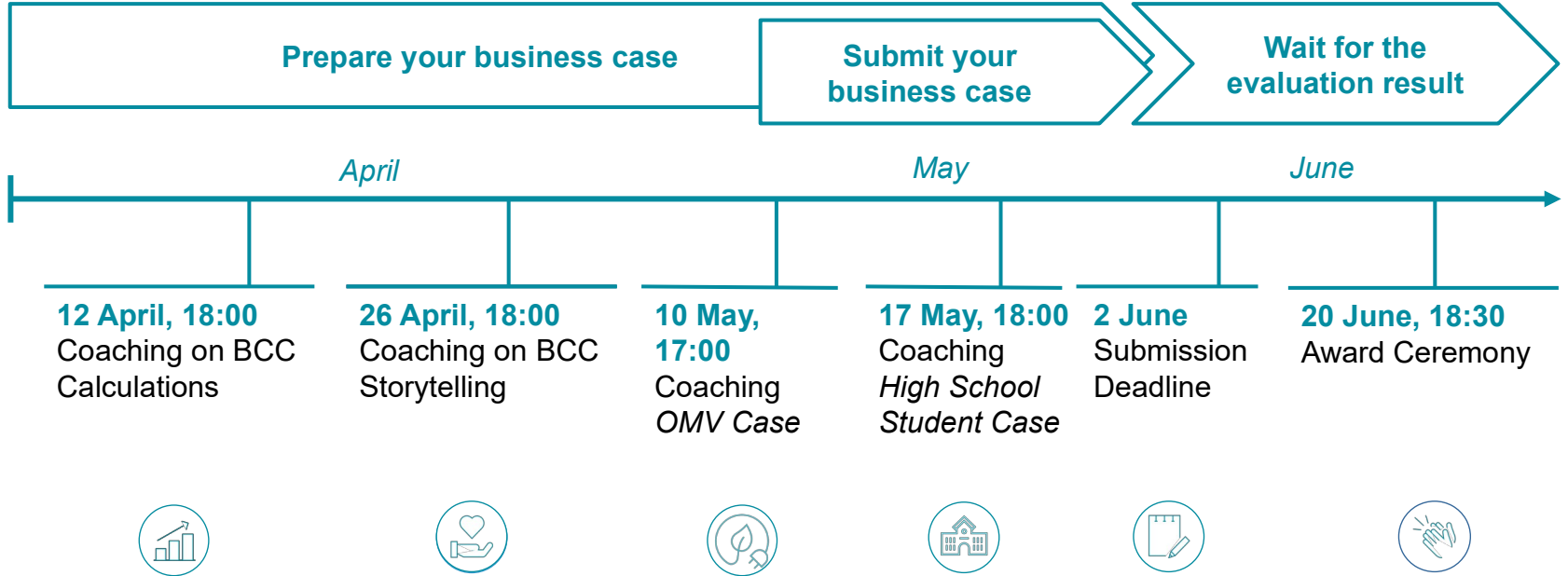
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# Prepare your business case, participate in the coaching sessions, and submit it by 2 June



# 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



**Ass.-Prof. Dr. Evelyn Reithofer**

Wirtschaftsuniversität Wien

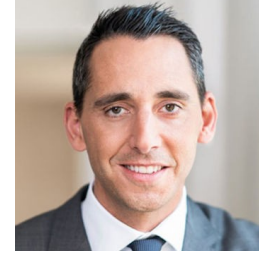
Jury Member,  
Business Case Challenge



**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. Andreas Leitner**

SVP Innovation & Technolog OMV AG

Jury Member,  
Business Case Challenge

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

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**Date:**

20 June 2024  
18:30

**Guests:**

BCC winners, all the  
sponsors, jury

**Place:**

WU Vienna

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**Agenda:**

Guest lecture  
Winner presentation  
Awards ceremony  
Sponsor meet & greets

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# Our sponsors

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



– IMMOFINANZ –

