



2025 **E**nhance

Official Attendee Handbook Package

Letter from Co-Chairs



Dear Enhance 2025 attendees,

Our names are Ivy Lin and Hayley Zeng, and we are truly honoured to serve as a Co-Chairs of Enhance Case Competition 2025. It is our absolute privilege to represent this year's competition alongside our wonderful Executive team and Board of Directors; the competition will take place at the Pinnacle Hotel Harbourfront on March 9th, 2025, marking the second enhanced iteration of Enhance Case Competition.

As a new case competition officially inceptioned in 2024, Enhance has quickly established itself as a visionary platform for innovative problem-solving and collaborative learning. Designed to push the boundaries of traditional business case competitions, Enhance focuses on real-world innovative challenges that require participants to think creatively, beyond conventional solutions, and lastly, support and provide a platform for newcomers in the field of business and case competitions. Accordingly, Enhance's continued goal for its second official iteration is to challenge ambitious youth to think critically, provide a platform for all passionate high schoolers to innovate boldly, and truly cultivate an insightful business-oriented experience.

At our first-ever business case competition, we both entered the building with little to no experience, fright, and curiosity. Yet somehow, we both exited the building with newly formed relationships, a honed ability to approach subjects methodically, and invaluable insights from seasoned experts. We will never forget the intense atmosphere of competing in business case competitions; from hectically creating a slideshow under a tight deadline, to the exhilarating feeling of relief as our group concluded the final presentation. Now, we have the privilege of serving as Co-Chairs for one of Vancouver's top High School business case competitions. We are truly grateful to have been given this opportunity, and we know this year's iteration will shape the future of Enhance.

We look forward to an exciting and insightful competition, and we can't wait to witness the innovative solutions that all participants will bring to the table. Should you have any questions or concerns, please do not hesitate to contact us at chair@enhancevancouver.org. Best of luck!

Sincerely,

Ivy Lin & Hayley Zeng
Co-Chairs
Enhance 2025

Our Competition



About us

Founded by a group of passionate entrepreneurs based in BC, Enhance is now one of Vancouver's most prominent high school case competitions. Interactive workshops held by successful entrepreneurs, business case study simulations, and exciting networking opportunities are all a few elements that Enhance offers within its immensely enriching experience. Enhance strives to be an inspiration for young, future entrepreneurs, redefining what business case competitions can be from the ground up.

Our Vision

Navigating the complexities of the business world often involves aspects that daily classroom learning does not cover. As a high school case competition, Enhance's goal is to expose young BC entrepreneurs to the ecosystem of entrepreneurship. Instead of solely being a competition for individuals to win, Enhance aims for our attendees to leverage economics, creativity, and innovation in real-world problem-solving scenarios to learn, grow and strive. In our rapidly changing business world, it is up to us to prepare them for their future endeavours.

Our Impact

Our commitment to our participants is to show them a glimpse of the real world. With your help, we will be able to inspire youth to view global issues through a fresh lens of understanding. Our competition is a platform for companies and experienced business people to share their experiences and knowledge to future leaders. As of 2025, we have gained exposure to hundreds of conference attendees, over 750+ social media profiles across Instagram, LinkedIn, and multiple esteemed judges.

Competition Details



Executive Team:

Kara Chu, Director of Logistics

Vicky Liu, Director of Administration

Hallie Young, Director of Conference

Anya Lachica, Director of HR

Ivy Lin, Co-Chair

Hayley Zeng, Co-Chair

Terence Wang, Director of IT

Keira Uy, Director of Marketing

Shuyou Wen, Director of Sponsorships

Venue Directory

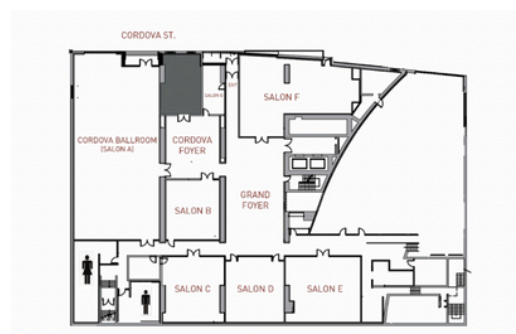
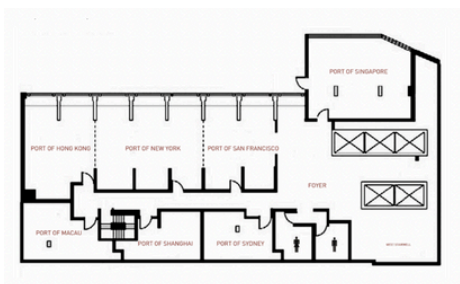
- ★ *35,000 sq. ft. of Space with natural light*
- ★ *10 – 720 Guests*
- ★ *Complimentary WiFi*
- ★ *Complete audio/visual equipment and technicians*
- ★ *Dedicated conference services manager*



Pinnacle Hotel Harbourfront

1133 W Hastings St, Vancouver, BC

V6E 3T3



Schedule of Events



9:00-9:30	Registration/Check-in
9:30-9:45	Opening Ceremony
9:45-10:10	Keynote Speaker
10:10-10:35	First Workshop
10:35-11:00	Second Workshop
11:00-11:30	Mystery Activity
11:30-12:30	Lunch
12:30-12:40	Transition
12:40-2:00	Case Preparation & Presentations
3:40-3:50	Transition
3:50-4:50	Finalist Presentations
4:50-5:00	Transition
5:00 - 5:30	Closing Ceremony

Initiative Details



Initiative: Mystery Box Activity

A newly founded Enhance tradition, the Mystery Box activity runs in between our second workshop and the lunch break on the day of the competition. Attendees are randomly re-organized into teams of 4 or 5 and teams are given a random item selected from our selection of Mystery Box items curated by the Executive Team and Enhance's Sponsors. Then, attendees will hone their public speaking, collaboration and most importantly, innovative and creative thinking skills to record a short sales pitch on their chosen item. These pitches will all be submitted via our attendee conference hub, and then each submission will be carefully judged by a panel of experts from various business and entrepreneurship fields. The judges will evaluate each pitch based on creativity, persuasiveness, and teamwork. The winning team will be announced during the closing ceremony and will receive a special prize, along with recognition for their outstanding efforts. This engaging activity not only fosters important skills but also encourages networking and camaraderie among participants.



Contact Us



If you have any immediate questions or concerns, please do not hesitate to reach out to one of the contacts below.

Hallie Young, Director of Conference | general@enhancevancouver.org

Ivy Lin, Co-Chair | chair@enhancevancouver.org

Hayley Zeng, Co-Chair | chair@enhancevancouver.org

 [@enhancevancouver](https://www.instagram.com/enhancevancouver)

 [@EnhanceVancouver](https://www.linkedin.com/company/enhancevancouver)

 [enhancevancouver.org](https://www.enhancevancouver.org)

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