

# 2023 Case



This document was prepared solely for the MYOB Digital Challenge. All data in this case has been obtained from publicly available sources and MYOB. This is not intended to serve as an endorsement, a source of primary data, or an illustration of effective or ineffective management.



**MYOB's purpose is to help more businesses in Australia and New Zealand start, survive and succeed.**

Our business management platform has the six key workflows that any business needs, in one place. These workflows help businesses better manage their customers, supply chain, employees, projects, finances, accounting and tax.

What are the six key workflows?

- **Customers:** take care of your pricing, marketing, quoting and invoicing in one simple process.
- **Supply chain:** manage your inventory, sales orders and suppliers' bills while maintaining oversight on each stage of the process.
- **Employees:** streamline your onboarding and payroll, rostering and leave entitlements in one place, accessible from anywhere 24/7.
- **Projects:** get your quotes, time billing, invoicing and job management organised with full oversight and project management capabilities.
- **Finances:** astutely catalogue your invoice financing, payments received, expense tracking and coding and receipts, as well as manage your cashflow in one place.
- **Accounting and Tax:** ensure you stay compliant. Prepare and lodge BAS and GST, and manage your bank reconciliation statements from anywhere.



## Generative AI

Generative artificial intelligence is a type of AI system capable of generating text, images or other media in response to prompts. Generative AI models learn the patterns and structure of their input training data, and then generate new data that has similar characteristics.

A business management platform user can leverage generative AI in several ways including but not limited to the below:

- **Intelligent Invoice Processing (Customers):** Generative AI can extract key information from invoices, such as vendor name, invoice number, due date and amount. It can automate the creation of invoices, reduce manual data entry and provide accuracy in recording and processing financial transactions.
- **Content Creation (Customers):** Generative AI can be used to create content for marketing materials, blog posts, social media updates and more. This can help businesses keep their content fresh and engaging without needing to invest as much time in content creation.
- **AP/AR Categorisation (Supply Chain):** Generative AI can analyse various accounts data including invoice details, payment history etc. and assigns it to the appropriate category based on learned patterns and similarities from the training data.
- **Training and Education (Employees):** Generative AI can be used to create personalised training materials for employees based on their specific roles and needs. This can help businesses ensure their employees have the skills and knowledge they need to be successful.
- **Customer Service (Projects):** A generative AI model could be used to power a chat bot for customer service. The AI could generate responses to customer inquiries, helping to provide 24/7 support and freeing up human customer service reps for more complex issues.
- **Predictive Cashflow Management (Finances):** Generative AI can analyse historical cashflow data and predict future cash inflows and outflows.
- **Fraud Detection (Accounting and Tax):** Generative AI can analyse financial data and transaction patterns to detect potential fraud or irregularities. By learning from historical data and identifying anomalies, the AI model can flag suspicious activities, unauthorised transactions or unusual patterns.



## **The Challenge, should you choose to accept it!**

Your challenge is to choose **ONE** of the six business workflows from above and identify a specific activity or pain-point that can be solved and/or optimised through implementing Generative AI and create that solution.

You can provide a solution to help small & medium enterprises **OR** large enterprises.

We'll be looking for the following:

### **Impact:**

- What is the problem you are solving?
- How does your solution solve the problem?
- How impactful is solving this problem to ANZ businesses?
- How relevant is the solution to key workflow you have identified?

### **Uniqueness:**

- We don't want you to reinvent the wheel, is there already a solution in market which solves the problem?
- How's your solution different?
- Is it truly a generative AI solution?

### **Innovation:**

- We love to see new ways of thinking, and fresh approaches!
- Show us what you've got!
- How are you using/mixing AI and Generative AI components in your solution?

## **Below are the minimum requirements for a successful solution:**

- The solution must identify and address **ONE** key workflow and the challenge/problem/pain-point for today's businesses with that process.
- Your solution needs to be a cloud solution hosted on a service such as Amazon AWS, and available to access from a web, mobile web or native mobile app.
- You can choose from a range of popular Foundation Models (FMs) (GPT- 4, ChatGPT etc) or use generative AI built in AWS services.
- You can also obtain a variety of pre-trained FMs from Hugging Face to cater for a huge variety of use cases.
- Your solution **DOESN'T** have to integrate with MYOB's Business Management Platform.



## **Deliverables**

You must submit a 5-10 minutes video and a one-page executive summary that includes:

- Opportunity highlights and value proposition of the tech solution
- Business Model and Go-To-Market plan
- Financial modelling, key metrics and project timeline
- Prototype features and architectural design
- A working prototype is **NOT** required for the preliminary regional round, but **WILL** be required if you qualify for the Trans-Tasman Final
- You can create the video using your phone, Zoom or whatever tools you want
- The video can be as simple or fancy as you like - the choice is yours!

Overall, we're looking for innovative solutions that align with the objectives of MYOB to take the burden off and work on creating better digitised businesses across Australia and New Zealand. The teams that perform the best are the ones that consider both the business and technological aspects of their solution and can justify the usability and relevancy of their solution.

## **Submission**

Please submit your entry by uploading your video to a file transfer platform (Dropbox, Google Drive or WeTransfer) and email the link and your one-page summary to: [itchallenge@uoacaseclub.co.nz](mailto:itchallenge@uoacaseclub.co.nz)

- Please use the format "Team\_name - MYOB Digital Challenge 2023 Submission"
- Please include all team members' names and university in your one-page summary.

Submissions are due no later than 11.59pm NZST / 9.59pm AEST on 5 July 2023

We look forward to your submissions!

All video submissions will be uploaded to YouTube by us by Friday 7 July.

You will be emailed the link for you to share your video on social media - Facebook, LinkedIn, etc.

Please use the hashtag **#myobdigitalchallenge** when sharing.

Engagement on video shared, such as number of likes/comments, will also be considered by the judges in selecting the finalists at their full discretion.



## **Timeline**

### **MYOB Digital Challenge Intro night webinar**

Tuesday 27 June 7.30pm NZST / 5.30pm AEST

Zoom Link:

<https://us06web.zoom.us/j/86874213425>

Meeting ID: 868 7421 3425

Regional Preliminary Round Submission

11.59pm NZST / 9.59pm AEST on 5 July

Finalists Announced Wednesday 12 July

### **Trans-Tasman Final Round**

After the preliminary round submissions, we will be inviting the Top 3 submissions from each region (6 in total) to participate in the MYOB Digital Challenge Trans-Tasman Final.

If, after the Regional Round, you progress through to the Trans-Tasman Final, your goal will be to build out and provide a working solution to your concept from the regional round.

This is your opportunity to refine, enhance and re-present your solution and a working product.

The event will take place on Thursday 20 July on Zoom.

The finalists selected from the regional round will pitch their idea in a ten minutes presentation, followed by ten minutes of questions & answers over Zoom.

Further details will be released after the regional round.





### **MYOB Mentoring Times**

These are two 30 minutes drop-in sessions with MYOB staff for participants to ask any questions and queries they may have about the case.

Thursday 29th June 11-11.30am NZST / 9-9.30am AEST

OR

Thursday 29th June 2-2.30pm NZST / 12-12.30pm AEST

Zoom Link is the same for both times:

[https://myob.zoom.us/j/96674565239?](https://myob.zoom.us/j/96674565239?pwd=Sm85bUtzTkpjSmcXZWFPNzJyaEhHZz09)

[pwd=Sm85bUtzTkpjSmcXZWFPNzJyaEhHZz09](https://myob.zoom.us/j/96674565239?pwd=Sm85bUtzTkpjSmcXZWFPNzJyaEhHZz09)

Meeting ID: 966 7456 5239 Passcode: 106428

### **MYOB Digital Challenge YouTube Channel**

Watch previous submissions and participant interviews here:

[www.youtube.com/@myobdigitalchallengeuacc1603/videos](http://www.youtube.com/@myobdigitalchallengeuacc1603/videos)

You can also email the MYOB Team with any queries regarding the challenge: [education@myob.com](mailto:education@myob.com)

Feel free to also contact the UACC organising committee:  
[itchallenge@uoacaseclub.co.nz](mailto:itchallenge@uoacaseclub.co.nz)

Good luck!

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