



**BATTLE
OF MINDS**

**A CHALLENGE
UNLIKE ANY OTHER**



TRANSFORM AN INDUSTRY

PITCH A GROUND-BREAKING BUSINESS IDEA. WIN AN INTERNSHIP ALMOST ANYWHERE IN THE WORLD.

AN ONLINE CHALLENGE UNLIKE ANY OTHER

Battle of Minds is a competition for talented students from universities all over the world. It's all done virtually from your own home, in your own time, so it's easy to take part. But outshining your peers will take you to another part of the world and earn you a phenomenal prize.

DARE TO BE DIFFERENT

The real test lies in coming up with a cutting-edge product concept and business plan capable of transforming an industry. It could be anything from a revolutionary, new kind of vehicle for the automotive market, to a form of environmental packaging that will make retail far more ecological.

WINNING WILL CHANGE YOUR LIFE

If our judges see something special in your business idea, this is what we will do for you:

LOCAL WINNERS

Win a pair of Bose headphones and an internship at our FTSE Top 5 company.

REGIONAL WINNERS

Get an internship, mentorship and support from senior BAT employees and fly to London HQ for our global finals.

GLOBAL WINNERS

Choose any BAT office around the world where they will take on an exotic, career-defining internship.

Prove you're made to one day lead one of the world's biggest multinationals. Sign up now at www.bat-battleofminds.com

