

Welcome to Prosper 2024

Introduction to Case Competition

VERSION 7.0 — APRIL 2024



Agenda

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- Deliverable Submission
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Foreword

Business competitions can be daunting, especially to those new to the experience. Regardless of your caliber, we at Prosper want to ensure that everyone feels confident and excited when they enter through the venue's doors. As such, we have compiled the following presentation to provide you with the necessary resources to perform to the best of your abilities!

Please note that Prosper 2024 has adopted a new conference format and the following content may not apply to other case competitions. For an overview of a traditional case competition, please refer to the resources available on Strive Competition's website.



Introduction

The background of the slide is a dark, monochromatic photograph of a city skyline, likely Vancouver, reflected in a body of water. The buildings are silhouetted against a slightly lighter sky, and their reflections are clearly visible in the calm water below. The overall mood is serene and professional.

What is a Case Competition?

Case competitions provide a problem simulation that mimics the reality of corporate affairs through an analytical lens.

During the competition, you will all receive a case study based on problems that you could encounter in the real world. It will be about a specific company or market and the problem it wishes to resolve.

Your team must identify these issues and develop a resolving recommendation strategy. Then, you must skillfully present your idea(s) to a panel of judges.



What should I expect?

A case competition exposes students to many issues found in the realm of commerce. Your team must work together to analyze problems and create resourceful and innovative solutions. These solutions will need to be put together in presentation slides. Your team must then present your analysis to a panel of professionals.

For additional tutorial, please visit our [YouTube channel](#) and attend the pre-conference preparation webinar.



The Case

The background image is a dark, monochromatic photograph of a city skyline, likely Vancouver, viewed from across a body of water. The buildings are silhouetted against a slightly lighter sky, and their forms are reflected in the calm water below. In the foreground, several boats are docked at a pier, their lights and structures also reflected. The overall mood is quiet and contemplative.

What is a case study?

A case study is an account of a real or hypothetical scenario about a specific company or market, its background, its strengths, and the problem it wishes to resolve.

You can find examples of previously presented cases [here](#) and [here](#).



What is The New Case Study?

To better simulate a real-life consulting engagement and encourage teams to step outside of their comfort zones, Prosper 2024 will implement a brand new, hypothesis and research driven case study called “The New Case Study”.

It will still contain the traditional components of a case study such as the background of a specific company or market. However, the problem will require teams to formulate their own hypotheses of the problems the company (or client) wishes to resolve.

[A sample of The New Case Study can be accessed here](#)



Analyzing a Case

Before stepping into the competition, everyone on your team should have an assigned role. These roles differ depending on the quantity of members, including: Analysis of Company/Market, Key Issues, Recommendations, Mitigation, etc.

Remain aware of your assignment and take note of any information in the case that pertains to your role.



Reading a Case

A good practice for case analysis is a silent reading period.

While the new format requires your team to conduct extensive external research, you should pay close attention to what the company wants to be analyzed and resolved.

Furthermore, make sure to work together with your team members while reading the case and write down any insights that you may want to share later on.



Case Discussion

Following the brief read, share your opinions and thought process as a team, and come up with a cohesive plan on how to tackle the issues detailed in the case.

After that, everyone is free to focus on their specific portions of the research and slides, with a pre-set slide template to avoid starting from square one.



Important Aspects to Consider

- Events that lead up to the issue
- What the case is prompting
- Potential competitors
- Consumer information
- Available alternatives
- Financials
- Industry



The Research

The background image is a dark, monochromatic photograph of a city skyline, likely Vancouver, reflected in a body of water. The buildings are silhouetted against a dark sky, and their reflections are clearly visible in the calm water below. The overall mood is somber and contemplative.

Areas of Focus

Although it might be easy to feel lost when starting your research, it is important to keep in mind the specific questions presented in the case study.

For example, if the company wishes to examine the key social issues and not operational issues, your team should solely focus on current or highly-probable social issues that can negatively affect the company and/or its stakeholders.



Gathering Important Information

After finding a general direction of research, your team should divide the task up into smaller components. For example, each team member can research one issue that can affect the company and list down any important facts, data, or recent news articles surrounding that issue.

After gathering all the information, reassemble as a team to share your findings and begin to structure your recommendations.





Deliverable Submission

The Deliverable

In the consulting industry, a deliverable is the product of a consulting phase or project. It comes in many forms: excel model, marketing plan, master facilities plan, workshop, customer research, or presentation.

The deliverable at Prosper 2024 is a one-page executive summary or single-slide executive summary slide highlighting your team's progress until the submission deadline.



Deliverable Submission

There are some important things to keep in mind for your team's deliverable:

- Your team's deliverable will be worth 20% of your overall competition score
- If your team does not submit a deliverable by the specified deadline on May 25th, 2024, your team will be penalized with a 0 on the deliverable submission
- The deliverable will be evaluated based on a variety of factors highlighted on the next slide



Deliverable Evaluation

- Your deliverable will be evaluated based on the criteria outlined to the right
- All categories are binary — meaning that most teams will receive 1/1 if the deliverable adheres to the requirement(s)

| Deliverable Evaluation | Points Available |
|---|------------------|
| 1) Clarity of Approach | 1 |
| Specific Breakdown | Points Awarded |
| <ul style="list-style-type: none"> • Team was able to clearly structure their approach to the presented problems in the case study, showing effort in the preliminary approach | 1 |
| <ul style="list-style-type: none"> • Team did not structure their approach to the presented problems in the case study [or] did not show any effort in the preliminary approach | 0 |
| 2) Accuracy of Information | 1 |
| Specific Breakdown | Points Awarded |
| <ul style="list-style-type: none"> • Team was able to include relevant and up-to-date information about their company | 1 |
| <ul style="list-style-type: none"> • Team did not include relevant and up-to-date information in the submission | 0 |
| 3) Presentation of Information | 1 |
| Specific Breakdown | Points Awarded |
| <ul style="list-style-type: none"> • The deliverable exhibited satisfactory formatting and layout that was professional and easy to follow | 1 |
| <ul style="list-style-type: none"> • The deliverable was difficult to follow or failed to exhibit professionalism | 0 |
| 4) Single Page Rule | 1 |
| Specific Breakdown | Points Awarded |
| <ul style="list-style-type: none"> • Team followed the instructions and submitted a one-page executive summary document [or] a single-slide executive summary | 1 |
| <ul style="list-style-type: none"> • Team's deliverable submission exceeded the one-page/single-slide limit | 0 |





Presentation Format

The Essential Elements

In order to show the judges the steps you have taken to reach your final strategy, as well as how you plan to execute the plan, the following are vital:

1. Introduction and Issue Analysis
2. Internal and External Analysis
3. Recommendations
4. Implementation and Financials
5. Risks and Mitigations
6. Summary/Conclusion



Introduction and Issue Analysis

Introduce the problem in a way that is succinct and clear. The problem statement should invoke excitement, curiosity, and inspiration.

Show an understanding of the underlying problems that the business must face. Focus on the issues and set the stage for recommendations.

COMPONENTS

- Title Page
- Agenda/Overview of Presentation
- Problem and Topic Introduction
 - Identify Key Issues
 - Problem Statement: a concise description or question of the issue is addressed
 - (i.e. How can we establish a market for this new product based on current consumer trends?)
- Objective / Goals



Internal and External Analysis

INTERNAL ANALYSIS

1. SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

2. Issue Identification

EXTERNAL ANALYSIS

1. PEST(LE) Analysis

2. Porter's Five Forces

3. Competitive Analysis

4. Consumer Analysis



Recommendations

This is a high level strategy of how the company will solve its issues, according to your analysis. A professional recommendation requires:



How the company will solve its problems



What the client needs to do



Why the client needs to do this



Who will be involved in executing this plan



Recommendation Tips

3

Aim for ≈ 3 recommendations

(Each recommendation might answer 1 particular problem, but that does not always have to be true)



Unique and valuable position

(Is anyone else doing the same thing? How can the company distinguish itself?)



Create a strategic “fit” across the business

(Are different parts of the business plan supporting each other?)



Recommendation Tips – Continued

If necessary, reiterate your findings, be it internal or external, and explain how your recommendations address this.

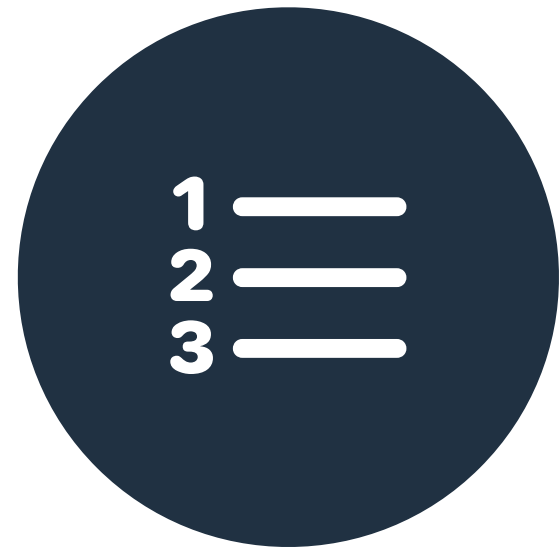
Solutions should align with business capabilities (SWOT) as well as take into account industry and situational factors (PESTLE, consumer, and competitor analysis).



Implementation and Financials

A plan comprised of tactics and details that will make the recommendation into a reality.

A professional implementation requires:



Breakdown into
detailed steps



Set a
timeline



Consider the
financials



Implementation Details

IMPLEMENTATION PLAN

- Break the strategy into actionable steps
- 4Ps Marketing Mix (Place, Product, Promotion, Price)
- Be realistic and reasonable

IMPLEMENTATION TIMELINE

- Assign proposed strategies to a time frame
- Timeline should follow the scale of fiscal periods, typically by quarter

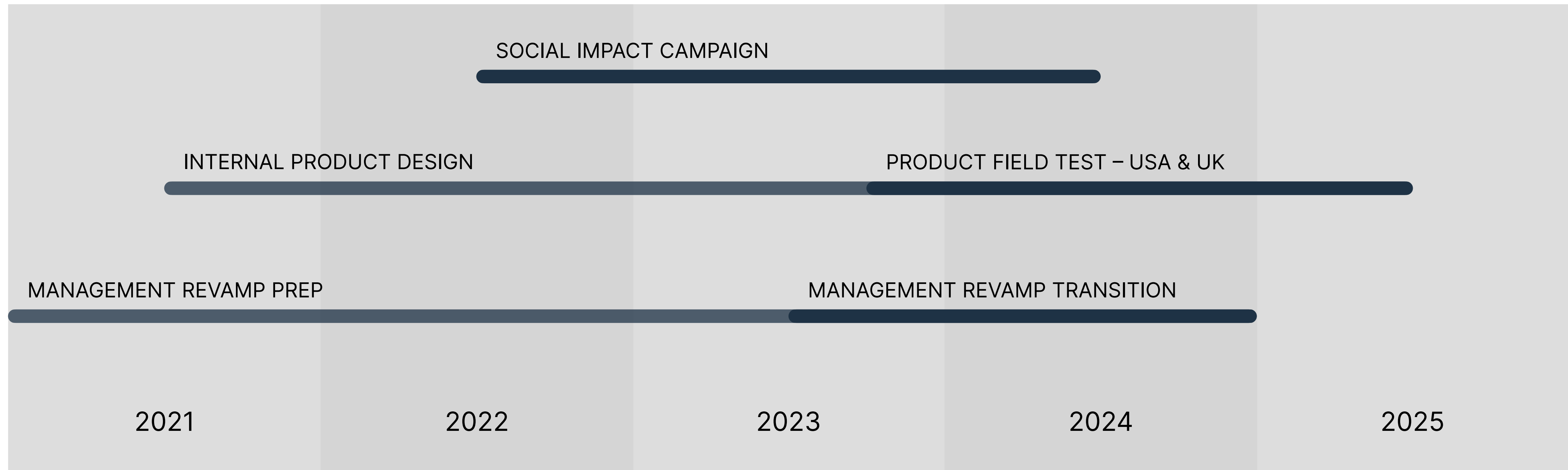


Implementation – Example

| Recommendation | Steps | Resources | Costs | Timing | Key Risks |
|--|---|---|--------------|----------------------------|---|
| Recommendation #1 “Fiji Water CSR Campaign” | 1. Eco-friendly packaging | Biodegradable plastic specialists and factories | \$75,000 USD | Approximately 6 months | Packaging might receive backlash from consumers |
| | 2. Local support programs | Local outreach coordinators | \$80,000 USD | Approximately 18 months | Overextending resources or not providing enough |
| Recommendation #2 “Fiji Recycle Program” | 1. Implement a mobile app 2. Contact local recycling centers | Partnerships with municipal governments and recycling companies | \$75,000 USD | Approximately 20~24 months | Low program user engagement rate |



Implementation Timeline - Example



Financials Details

In your presentation, include a brief financial analysis that:

- Outline costs associated
- Provide financial justification (business benefits, economic profits, opportunity costs)
- Breakdown costs into two categories – one-time cost and recurring costs



Financials Tips

Since spending money always has a negative connotation, try to convey the benefits the investment can provide!

| Item | Cost (in \$ Millions) |
|--------------------------------|-----------------------|
| Taxes and other legal fees | 8 |
| Property, Plant, and Equipment | 15 |
| Training Costs | 5 |
| Misc. | 9 |
| Total | 37 |

| Item | Benefit (in \$ Millions) |
|------------------------------|--------------------------|
| New Products | 8 |
| Cost Savings in the Long Run | 15 |
| Added Benefits | 40 |
| Government Subsidies | 5 |
| Total | 68 |



Financials – Cost Breakdown

| Cost Breakdown | Step 1 | Step 2 | Step 3 | Step 4 | Total |
|--|----------|----------|----------|----------|--------------------|
| One-Time Cost (or) Upfront Cost | \$15,000 | \$35,000 | \$5,000 | \$65,000 | \$120,000 |
| Recurring Cost (on an annual basis) | \$40,000 | \$20,000 | \$35,000 | \$10,000 | \$105,000 per year |
| First Year Cost | \$55,000 | \$55,000 | \$40,000 | \$75,000 | \$225,000 |



Risks and Mitigations

Your risks and mitigations slides should outline plausible risks of your proposed strategy as well as a comprehensive plan of how to mitigate them.

- Plan to address pitfalls of the recommendations your team has presented
- Outline the severity of risks and potential points of mitigation
 - *Present in a table format outlining the probability, severity, and method of mitigation for each risk*



Risks and Mitigation – Example

| Risk | Probability | Severity | Mitigation |
|--------|-------------|----------|----------------------|
| Risk 1 | LOW | MODERATE | Avoidance Strategy 1 |
| Risk 2 | HIGH | EXTREME | Avoidance Strategy 2 |
| Risk 3 | MED | LOW | Avoidance Strategy 3 |





Prosper Presentation Tips

General Tips

- Confidence is key
- Talk at a steady pace
- Project your voice with clarity
- Employ body language and eye contact
- Aim for a strong hook and conclusion
- Include professional visuals
- Wear business attire
- Greet the judges before your presentation and thank them afterwards
- Don't forget to smile



Aesthetics

While your content serves as the biggest component of assessment, ensuring your pitch deck is clean and understandable will help judges along the way of awarding you maximum points!

If you feel unsure where to start, begin with a template. You can find a compilation of such slides [here](#) or [here](#).



Organization

Some presentation has used the components shown down below to indicate the present topic. These are called trackers (or breadcrumbs) and are encouraged within case competition decks, to highlight content.

Typically, they are titled in the master slides according to the essential element of the presentation.

Example:



Introduction to Case Competition

Prosper 2024