Welcome to Prosper 2026

Introduction to Case Competition

VERSION 9.0 — SEPTEMBER 2025

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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.

Introduction

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 → (e.g. declining sales, new competitors, new products, etc.)

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 Prosper Academy open house sessions.

The Case

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 am example of a previously presented case 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 Presentation

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 essential:

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 company 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

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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

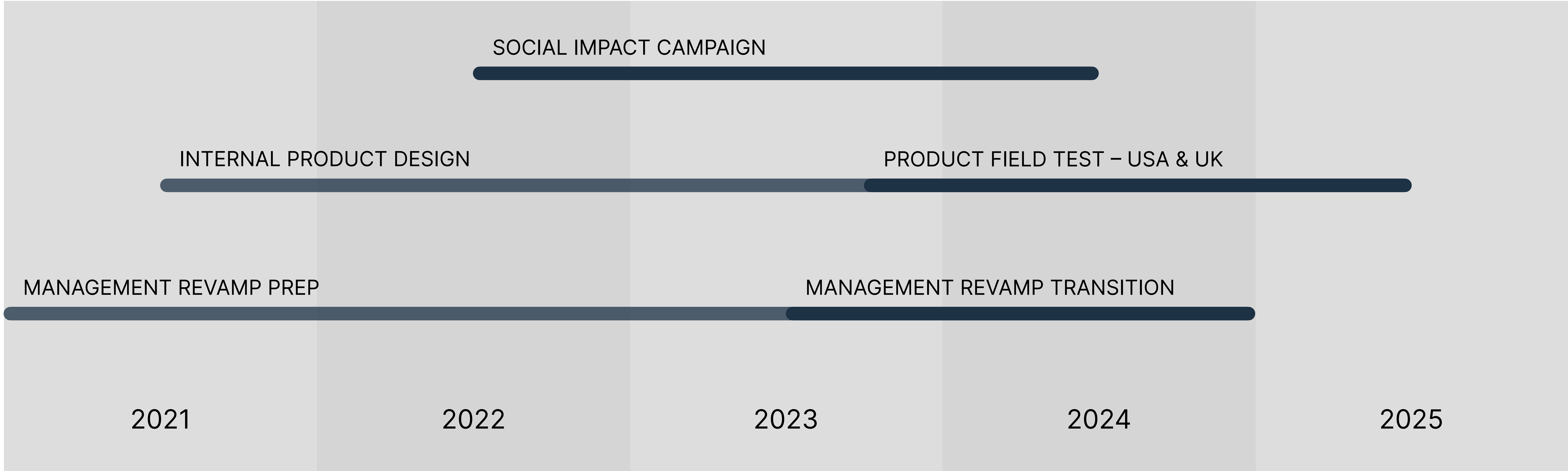
IMPLEMENTATION TIMELINE

- 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	CA$15,000	CA$35,000	CA$5,000	CA$65,000	CA$120,000
Recurring Cost (on an annual basis)	CA$40,000	CA$20,000	CA$35,000	CA$10,000	CA$105,000 per year
First Year Cost	CA$55,000	CA$55,000	CA$40,000	CA$75,000	CA$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

Distributing the Work

Since your team will be working under significant time pressure, it is important to delegate the tasks effectively.

The Generalist

The majority of members should fall under this category.
Tasks include background analyses, strategic analyses, recommendations, risks and mitigations, presentation scripts.

The Financial Analyst

Usually someone who knows basic financial projections.
Tasks include estimating the cost of implementation, identifying fixed & recurring costs, and discovering cost optimization opportunities.

The Designer

Someone who is skilled at graphic design and crafting slide decks.
Tasks include making the template before the event, formatting inputted content, and making sure deck is visually flawless.

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:

Prosper

Introduction to Case Competition

Prosper 2026