



Tonight's event is in partnership with...

Deloitte.

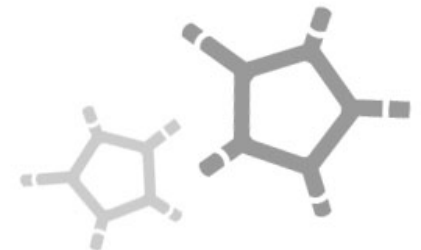
Business Case Competition 2009

Preparatory Session

January 20th, 2009

University of Toronto
Consulting Association

www.utconsulting.ca



About Business Case Competition 2009

The UTCA Business Case Competition 2009 is a high profile, one-day event that builds upon all the events that we've hosted thus far!

This event will provide competitors an opportunity to

- ✓ Tackle real consulting cases
- ✓ Develop creative strategies
- ✓ Show off your talents to representatives from top consulting firms
- ✓ Network with industry professionals

Tuesday January 20th @ 7:30 pm: Case Competition Prep Session

Wednesday January 21st @ 6 pm: Case and Schedule Sent to Teams

Saturday January 24th @ 9 am – 4 pm: Business Case Competition 2009

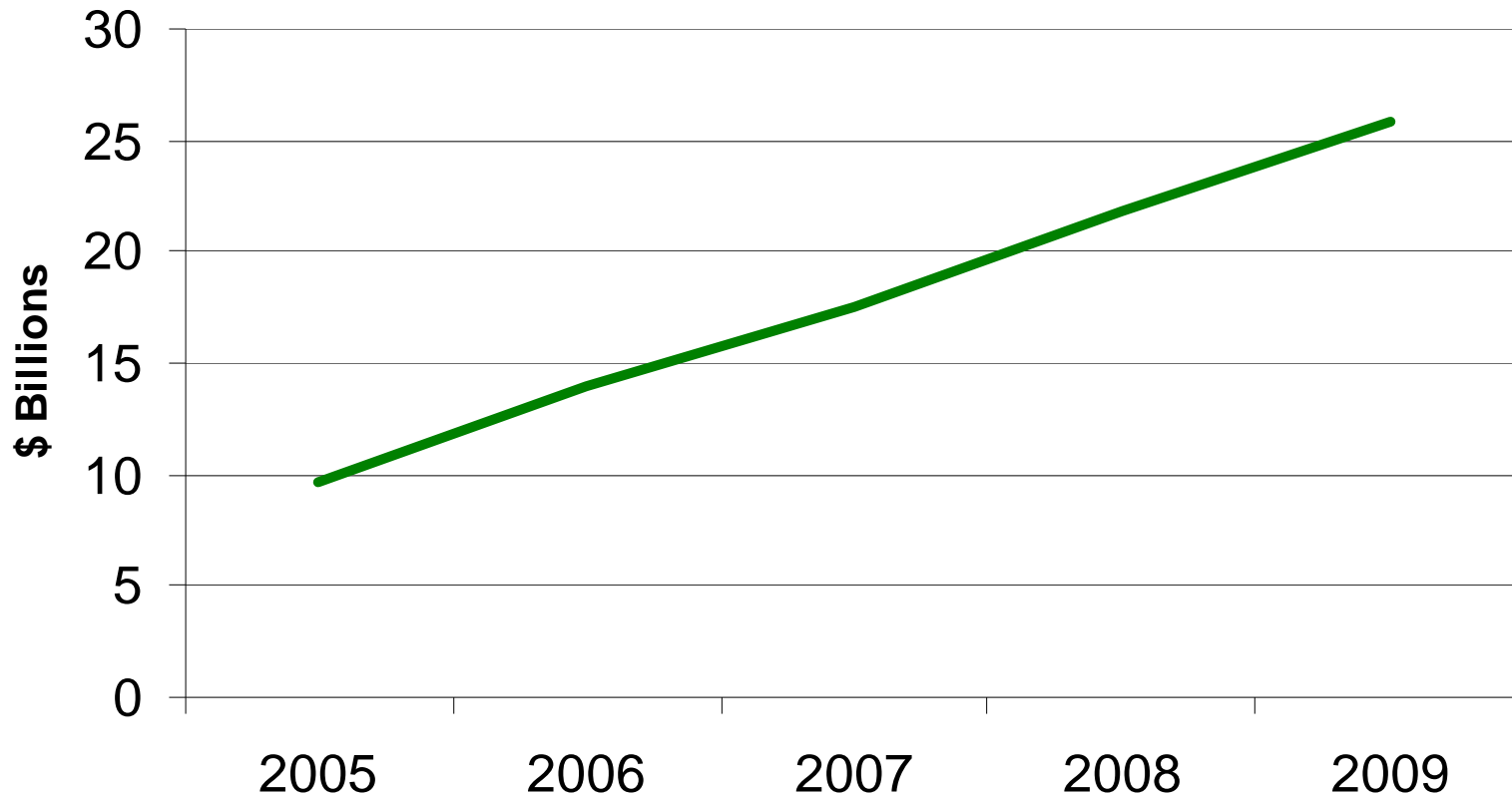
Competition Schedule

9:00 - 11:30 am	Team Registration / Check-in
9:00 - 9:30 am	Orientation session for judges
9:30 - 12:00 pm	Round 1 presentations (Consists of 3 Pools)
12:00 - 12:15 pm	Round 1 judges select top team in each pool and submit nominations for Honorary Awards
12:00 - 1:00 pm	Lunch / Mix & Mingle
1:00 pm	Announcement of 1st place teams in each pool
1:00 - 2:30 pm	Final round presentation by top teams
2:30 - 3:00 pm	Final round judges select 1st, 2nd and 3rd place teams
3:00 - 4:00 pm	Announcement of Honorary Award Winners and Case Competition Champions followed by Reception with all teams and consultants

Presentation Rules

1. Teams must sign-in at least 30 minutes before presentation time slot.
2. Presentation time slot of 30 minutes consist of 5 minutes setup, 15 minutes presentation, 5 - 10 minutes Q&A/Feedback.
3. If any one of the 4 members is late or not present during the start of the team's presentation (without valid reason), 5 percentage points will be deducted from the 'Presentation' category of the marking scheme.
4. Teams require a minimum of 3 members present in order to compete.
5. Every team member is required to present material (both rounds).
6. There are no limits to the sources used.
7. Presentations must be sent to info@utconsulting.ca by 7 am the day of the competition in PowerPoint 2003 format. 10 percentage points will be deducted from the 'Presentation' category for late submissions.

Ad Market Revenues Will Double By 2009



Source: Compiled from IDC, comScore, IWS and JPMorgan estimates from Imran Khan, Danan Maynard Gray, Joseph Okleberry, and Derrick Nueman, "Nothing But Net" North American Equity Research, JP Morgan Securities Inc., January 9, 2006, via Thomson Research/Investext, accessed January 12, 2006

Judging Rules

- 1. The presentation in Round 1 will not count in the evaluation of the presentation in the Final Round.**
- 2. Judges are not to allocate the same total score to any team within the same pool.**
- 3. Judges from each pool will choose the top team to present at the Final Round.**
- 4. Honorary Award recipients are based on nominations from Round 1 judges.**

General Rules

- 1. The teams are not allowed to watch any of the other teams' presentations in the preliminary rounds.**
- 2. The finalists are not allowed to watch any of the other finalists' presentations preceding their own.**
- 3. Final round will be open attendance to teams, UTCA members, and special guests.**
- 4. All material used and prepared during the case competition is the property of UofT Business Case Competition.**
- 5. Any violation of the rules will result in immediate termination and disqualification of the team.**
- 6. Dress code for the competition is business formal.**

Judges and Guests

BAIN & COMPANY

BCG
THE BOSTON CONSULTING GROUP

Deloitte.

McKinsey & Company

OLIVER WYMAN

ZS
ZS ASSOCIATES



Harvard Graduate Consulting Club

Analysis

- Identified key problems
- Used supporting facts/data
- Drew accurate conclusions
- Considered risk
- Offered original insights

Presentation

- Spoke clearly and concisely
- Structured storyline well
- Slides were visually attractive
- Showed enthusiasm and professionalism

Recommendations

- Followed logically from analysis
- Dealt with all issues raised
- Used decision criteria
- Showed sound business judgment
- End result was practical/realistic

Question & Answer

- Answered question posed
- Provided convincing explanations
- Admitted weakness
- Answered as a team

Numerous Awards / Prizes Include:

Grand Awards

1st Place Overall – \$200

2nd Place Overall – \$150

3rd Place Overall – \$100

Honorary Certificates

Most Creative

Best Analysis

Best Communication

All competitors will receive a certificate of participation!

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