



# 2018 Case Instructions & Rules

MBA Tech Club Case Competition

Georgetown University McDonough School of Business

Thank you all for registering for the IBM Digital Strategy Case Competition. The questions below act as a guide for what you can expect next. Please review the contents of this document carefully.

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### What is the format of the case competition?

- The Digital Strategy Case Competition will be conducted in **two** rounds.
  - **Round 1** (March 7 to April 2) requires a **digital submission**. Teams will have two and a half weeks to put together a response to the Round 1 prompt. The judging panel will then review all submissions in order to determine which teams are invited to Round 2.
  - **Round 2** (April 3 to April 20) requires a final presentation in persona at Georgetown University. Teams will be provided a related follow on prompt to work on in order to present to the judging panel.

### What are the prizes for the winners?

- 1<sup>st</sup> prize: \$4000
- 2<sup>nd</sup> prize: \$2000
- 3<sup>rd</sup> prize: \$1000

### When and how do teams register?

- The registrations are open through March 26, 2018. We do highly recommend that you register early so that you have time to adequately respond to the case prompt.
- Please register through the Georgetown MBA Tech Club website <https://www.georgetowntechclub.com/>

### When will the Round 1 prompt be released?

- The Round 1 case will be **released** to case teams **no earlier than March 7, 2018** via email after registration.

### When is the last day for Round 1 submission?

- Round 1 submission closes on March 26, 2018 **1700 EST**.

### When will Round 2 be held?

- Round 2 will be held at Georgetown University, DC on April 20, 2018.
- This will be a full day (8:00am to 5:00pm), so please plan any travel/accommodations accordingly. Breakfast and lunch will be provided to teams.

### What are the deliverables for Round 1 of the competition?

- Teams will formulate a recommendation and pitch their idea to a situation via a 5 minute (maximum) digital video submission (YouTube, Vimeo etc.)
- Teams will have each participating member represented in the video. The style/format of the video is up to the teams to decide.
- Teams can enhance their pitch with aids such as demonstrations, mockups, etc.
- Please maintain anonymity of your school in your team name, presentation, and attire since this is important for making an unbiased judgement. **Failure to maintain anonymity can result in disqualification from the competition.**
- Teams must **e-mail** the **video URL** along with the team name to [mba-git@georgetown.edu](mailto:mba-git@georgetown.edu) by **March 26, 2018 1700 EST**. Teams may want to put security on submissions videos (passwords,

unlisted URLs, etc.). This is fine, but please make sure to include access instructions so that the judging panel can view the video.

- Changes to the submitted videos will not be permitted and can disqualify a team.

#### What if you have questions about Round 1?

- Please list all your questions in a single google form submission [here](#) no later than **March 12, 2018 1700 EST.**
- **IBM will hold a call on March 14, 2018 1900 EST** and will provide answers publicly to all the questions that it will receive by the above deadline. WebEx Information is as follows:  
<https://ibm2.webex.com/ibm2-en/j.php?MTID=m27f48e8e2a1330b01fbd16048b13cfb9>  
Password: IBMCaseComp  
US Toll free +1-855-797-9485 Access code: 738 040 004
- During the call, depending on timing, we may be able to take ad-hoc questions, as well.
- The teams may expect written responses to their questions, but the call will *not* be recorded

#### When will the results of Round 1 be declared?

- Round 1 results will be **released** in **April** first week **via email**

#### How many teams will progress to Round 2?

- The **top 8** teams as determined by judges will advance to the final round.

#### When will the prompt for Round 2 be released?

- The Round 2 case will be released on **April 6, 2018 via email.**

#### What are the deliverables for round 2?

- The main round 2 deliverable will be a presentation and a hard copy submission of the presentation. The style/format of the presentation is up to the teams to decide on, though a PPT is by far the most common practice/standard. Any other expectations will be outlined in the case prompt itself.
- Teams can enhance their presentations with other aids such as demonstrations, mockups, etc. related to the case.
- Please maintain anonymity of your school in your team name, presentation, and attire since this is important for making an unbiased judgement. Please just use a team name or number in your presentation instead of a school affiliation. **Failure to maintain anonymity can result in disqualification from the competition.**
- Teams have the following time limits for their presentations:
  - A maximum of 15 minutes for your presentation
  - A maximum of 10 minutes for you to answer questions from the judges
- Teams **must e-mail a 'print version' of presentations along with team numbers to [mba-git@georgetown.edu](mailto:mba-git@georgetown.edu)** by April 19, 2018 1800 EST. Print versions may vary from the presentation version should the presentation have animations, for example, that would otherwise print poorly.

- Changes to the submitted presentations will not be permitted after submission and can disqualify a team
- The judges will have copy of the print copy that was submitted
- If your team has a digital presentation, please have a copy of your presentation on a USB drive on the day of the case competition. The computer in the presentation room will have Microsoft Windows and PowerPoint installed. PowerPoint advancer remotes will also be available. The rooms also have external computer/audio inputs should you need to connect other computers or devices. Teams will only have a limited amount of time to set up, so they must prepare any advanced presentations/hookups carefully as extended hookups will count in the presentation time.

#### What is the agenda for final round?

- Registration (and breakfast) will start at 8:30 AM on April 20, 2018.
- The exact schedule will be shared after completion of Round 1.
- The competition is scheduled to end by 5:00 PM the same day.
- After the declaration of winners, the teams will get an opportunity to network and receive feedback from judges during a happy hour. The happy hour is scheduled to last until 6:00pm, but teams can feel free to stick around if they would like to chat, have a good time, and network.