



Van Berkom-JMSB Case Competition

School Invitation Package

Dear Sauder School of Business,

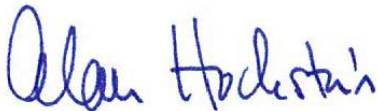
On behalf of the Concordia University's John Molson School of Business (JMSB) and Van Berkom and Associates Inc, we are pleased to invite you to participate in the inaugural **Van Berkom-JMSB Case Competition, which will be held in Montreal from May 4th to May 5th, 2012**. This event will provide graduate business students an excellent opportunity to showcase their ability to analyze business cases, develop strategic recommendations and apply the academic skills they have gained in the classroom. We are confident that it will provide your students with an extremely rewarding learning experience that will contribute positively to their professional development.

The John Molson School of Business is proud of its reputation for organizing high- quality case competitions that greatly benefit participants. JMSB is also proud to have the opportunity to partner with Van Berkom and Associates Inc, a reputable firm solely dedicated to the management of small-cap portfolios. Their support of this competition acts as a valuable complement to the business education not just of John Molson students, but also of students of all the participating schools.

This case competition is inspired by the investment philosophy and strategy of Van Berkom and Associates Inc. Participants will be expected to propose investment strategies that reflect the rigorous research, analysis, risk management and selection processes that allow small-cap firms to maintain long-term growth.

Enclosed in this package is a description of the competition's structure and the registration procedure. Please feel free to contact the event organizers if you have any questions. We look forward to hearing from you and hope to see you in May.

Sincerely Yours,



Dr. Alan Hochstein
Interim Dean
John Molson School of Business



Mr. J. Sebastian van Berkom
President and Chief Executive Officer
Van Berkom and Associates Inc

1st Annual Van Berkom-JMSB Case Competition

This case competition is open to graduate business students (MBA, MSc, PhD, CFA) with a strong finance background. Of the teams invited to participate in the qualifying round, eight will be selected for the final competition. Qualifying teams will be competing for a generous prize pool totaling **\$10,000** that will be paid out to the top three teams.

The focus of this competition is **small-cap portfolio management and value investing**. The quantitative analysis required for each case will be extensive. Qualitative elements, however, will be essential in differentiating teams who can demonstrate a thorough understanding of the complexities of small-cap investment management. Judges for the competition will be professionals working in money management.

Location

John Molson School of Business
1455 de Maisonneuve Blvd W
Montreal, Quebec H3G 1M8
Canada

Date

May 4th and May 5th 2012.

Requirements

This competition is open to registered graduate business students. Each school may send a team of four students plus one alternate (if desired). Participants must:

- Be registered graduate students on January 31, 2012.
- Have taken finance courses covering portfolio management and valuation
- Successfully get through the qualifying round by demonstrating their ability to analyze a small-cap finance case

Candidates currently working towards their CFA designation will be given priority.

Registration

- Dateline: **March 16, 2012**
- Procedure: e-mail vbcasecomp@jmsb.concordia.ca to obtain a registration form
- Qualification Round: a 24-hour qualification case will be sent on **March 23, 2012**. The top 8 schools will be selected to advance to the first round of the Van Berkom-JMSB Case Competition
- Cost: **\$300** (to be paid as soon as the participating teams are determined in the qualification round)
- Form of payment: cheque made payable to Concordia University

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Van Berkom-JMSB Case Competition

Website coming soon.

Schedule

Friday, May 4th, 2012

Registration & Breakfast	8:00 to 9:45
Case 1 (Regular Case)	10:00 to 16:00
Preparation (3 hours)*	
Presentation (20 minutes)	
Q&A (10 minutes)	
Deliberation Period	16:15 to 17:15
Dinner	19:00 to 21:00

Saturday, May 5th, 2012

Breakfast	9:30 to 10:30
Final Case (Live Case)	10:45 to 16:45
The Case + Q&A	10:45 to 11:30
Preparation (2 hours)*	
Presentation (20 minutes)	
Q&A (10 minutes)	
Deliberation Period	17:00 to 18:00
Gala	19:00 onwards

* The preparations periods for teams will be staggered

** Teams will be provided lunch at a suitable time, given their respective schedules

Organizing Committee

The organizing committee consists of three second-year MBA students who are completing a Community Service Internship, part of the MBA program at the John Molson School of Business. Please do not hesitate to contact the organizers with any questions that you may have about the competition.

We look forward to hosting your school at the Van Berkom-JMSB Case Competition. Your participation will help to make this a premier portfolio management case competition.

Regards,

Cedrin Law
MBA Candidate 2013
Schools and Communication

Gabriela Gomez
MBA Candidate 2012
Competition Logistics and
Budget

Rabia Khan
MBA Candidate 2012
Events and Judges

E-mail: vbcasecomp@jmsb.concordia.ca