

next billion 2013 Case Writing Competition

CONTEST ADMINISTRATOR

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Completed entry form must be submitted via email or fax no later than **October 12, 2012** to draheims@umich.edu; fax 734-998-6920. (The form can be submitted before the due date.) A response to each submitted entry form will be provided within two to three weeks of receipt.

Author Information: Include ALL team members including professors.

PRIMARY CONTACT

Name _____ Title _____

Institution/University Affiliation _____ Email Address _____
(If student, indicate year & major field of study)

Mailing Address _____ Phone _____

Name _____ Title _____

Institution/University Affiliation _____ Email Address _____
(If student, indicate year & major field of study)

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(If student, indicate year & major field of study)

Mailing Address _____ Phone _____

MORE IMPORTANT INFORMATION

**PROPOSED CASE STUDY RESEARCH FOCUS/TOPIC:**

NAME OF ORGANIZATION OR COMPANY FEATURED IN CASE:

GENERAL CASE SYNOPSIS/OUTLINE:

DESCRIBE THE TYPE OF COURSE FOR WHICH THIS CASE WOULD BE APPROPRIATE:

(example: marketing, finance, etc.)

TEACHING OBJECTIVES FOR THE CASE STUDY:

(Note: Teaching objectives must be definitive, measureable learning outcomes. They should specify what students should know or be able to apply after finishing an analysis of the case. Example: "Assess Acme Company's initiatives and analyze whether or not they will provide long-term solutions to their market share loss.")

HAS YOUR CASE STUDY (OR ANY VERSION/PORION OF IT) BEEN ENTERED INTO (OR WON) OTHER CASE WRITING COMPETITIONS?

- YES (It has been entered; waiting for results)
 YES (It has won a competition)
 NO

IF YES, PROVIDE FULL NAME OF THE COMPETITION & DETAILS REGARDING CASE STATUS:

(Note: Winning cases will be published by Globalens and will be asked to sign a legal document allowing Globalens copyright ownership, as well as exclusive publishing rights. If a case is published elsewhere as of the competition's submission deadline of December 14, 2012, the submission will be disqualified.)

I (we) agree to the following:

1. I am either a university professor or a student or other individual collaborating on this case study with a university professor. The university professor agrees to consider teaching the case in a course, if the case is selected as a winner.
2. A comprehensive teaching note, between 3 and 10 pages, must accompany all case entries. Teaching notes must follow basic format and quality guidelines, and include clearly written teaching objectives and a case analysis. See Globalens' "[How to Write a Teaching Note](#)".
3. All entries must meet basic quality and structure guidelines highlighted in Globalens' "[How to Write a Business Case](#)".
4. Case studies submitted must be between 10 and 20 pages in length, including exhibits and appendices.
5. Entries must include a 150 word abstract.
6. Case study entries must be previously unpublished, including any specific section of the case. If any part of a submitted case has been published, the entry will be immediately disqualified.
7. If a case study has been entered into (or won) other case competitions, this information must be disclosed on the entry form.
8. Entries must be submitted in English.
9. All case entries must describe a dilemma/challenge faced by a company or organization related to creating or sustaining scalable business ventures aimed at alleviating poverty, especially in the developing world.
10. Case topics should be about a social enterprise or a relevant Base-of-the-Pyramid issue.
11. Winning case authors will be asked to sign a legal document assigning Globalens copyright ownership, as well as exclusive publishing rights. (For questions regarding publication of a winning case in a textbook, please contact info@Globalens.com.)
12. If there is non-public, proprietary information about an organization or company within the case, the organization/company must provide legal approval for the author to submit the case into the competition, as well as for potential distribution by case publisher, Globalens. (See attached legal document entitled "ORGANIZATION RELEASE".)
13. If no proprietary data or information about an organization was used within the case, the author must sign a legal document acknowledging that only secondary sources were used and that there is no need for the organization to provide legal approval to enter the competition and potentially publish the case. (See attached legal document entitled "REVIEW".)
14. All submitted cases must follow current MLA Style Guidelines.
15. If the case protagonist is a real person, that person must sign a release form to allow their name to be used and potentially published by Globalens.
16. I understand that plagiarism will result in immediate disqualification.
17. I understand that the judges' decisions are final.



SIGNATURE OF PRIMARY CONTACT

DATE

QUESTIONS? Please email draheims@umich.edu

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ORGANIZATION RELEASE

This release is effective as of _____ by and between _____ (“Organization”) having a place of business at _____ (Address of Organization), and The William Davidson Institute, a Michigan non-profit corporation having a place of business at 333 Maynard Street, 3rd Floor, Ann Arbor, MI 48104 (“WDI”). For good and sufficient consideration, the receipt of which is acknowledged hereby, the parties agree as follows:

1. Assignment of Rights

1.1. Organization shall, and hereby does, assign to WDI all of its right, title, and interest (“Rights”) in and to the work attached hereto (“Work”), including, without limitation, all rights in copyright, provided that the foregoing assignment does not assign to WDI any Organization trademarks or data. For the avoidance of doubt, Organization agrees and acknowledges that the foregoing assignment is fully paid-up and that WDI may exploit Work throughout the world for any purpose and in any media now known or hereinafter invented, without payment of additional consideration to Organization.

1.2. Other than as expressly specified herein, Organization grants no license or other rights to WDI under any copyrights, patents, trademarks, trade secrets or other proprietary rights.

2. Representations and Warrants

2.1. Organization agrees and acknowledges that it has reviewed Work. Organization represents and warrants that (i) Work contains no Organization trade secrets or Organization confidential, proprietary or non-public personnel information; and (ii) Organization has contributed no works, information or data to WDI for Work in violation of any third-party rights, including without limitation, rights in privacy, contract, trade secret or copyright.

3. General Provisions

3.1. This agreement will be governed by the law of the State of Michigan, excluding its choice of law principles, as such law is applied to contracts entered into and entirely performed therein. All litigation arising from or relating to this agreement will be filed and prosecuted before, and subject to the exclusive jurisdiction of, a court of competent jurisdiction in the Eastern District of Michigan.

3.2. The rights and obligations herein will bind the parties, their legal representatives, successors, heirs and assigns.

3.3. This agreement expresses the entire agreement and understanding of the parties with respect to the subject matter hereof and supersedes all prior oral or written agreements, commitments and understandings pertaining to the subject matter hereof. Any modifications of or changes to this agreement will be in writing and signed by both parties.

3.4. English is the official language of this agreement.

3.5. This agreement will be terminable only upon the written agreement of the parties.

In witness whereof, the parties hereto have made, entered into and executed this agreement made effective as of the date above.

The William Davidson Institute

Name: Marc R. Robinson

Title: Director, Educational Outreach

Signature:

Date: _____

Organization

Name: _____

Title: _____

Signature: _____

Date: _____

Exhibit 1: Work

Name of Teaching Material	Type	Author



REVIEW

I have reviewed the case study concerning _____ (“Organization”) having a place of business at _____ (Address of Organization) and certify that no company release is needed for publication.

This determination was made after considering the following:

1. Use of Sources

1.1. Author acknowledged that only secondary sources were used in preparation of this case. No source from the organization was contacted.

2. Assignment of Rights

2.1. There is no need for the Organization to assign rights to WDI.

3. Representations and Warrants

3.1. There is no need for the Organization to agree and acknowledges that it has reviewed Work.

3.2 There is no need for the Organization to represent and warrant that (i) Work contains no Organization trade secrets or Organization confidential, proprietary or non-public personnel information; and (ii) Organization has contributed no works, information or data to WDI for Work in violation of any third-party rights, including without limitation, rights in privacy, contract, trade secret or copyright.

The William Davidson Institute

Name: Marc R. Robinson

Name: _____

Title: Director, Educational Outreach

Signature: _____

Signature: 

Date: _____

Date: _____

Title: _____

Exhibit 1: Work

Name of Teaching Material	Type	Author