



NS | NATIONAL STRATEGY CONSULTING
CC | Competition & Conference

Case Simulation: Information & Rules

September, 2014



Welcome!

Dear Prospective Competitors,

The executive team is pleased to introduce you to the 2014 National Strategy Consulting Competition & Conference (NSCC), the premier strategy consulting case simulation in Canada. The NSCC is designed to be a comprehensive opportunity for students across North America to further understand strategy consulting. As a contestant in this two-day consulting simulation, you will be exposed to the continent's top undergraduate and MBA talent while showcasing your knowledge and abilities to respected professionals in the consulting industry. Whether it be during networking events, client meetings, or presentations, your consulting skills and comprehension will be tested to the limit as you compete against your peers for a \$1,500 grand prize and first round interviews with Deloitte Consulting's Strategy and Operations group.

The NSCC executive's mission is to ensure that you get the most authentic case experience that aligns with a real consulting engagement. This is why we have deliberately crafted your competition experience to be a consulting simulation – not a case competition. The NSCC team will be working closely with consulting and industry professionals to produce a business case that is real and has the potential to impact a local firm's decision making process. Unlike other case competitions, we aim to provide cases where the business problem has not yet been solved. By providing an actual business problem, competitors at the NSCC provide real value to the businesses who have requested to be a part of our competition.

During this simulation, you can expect to gain the skills needed at a typical client engagement. Competitors will be required to complete industry analysis, brainstorm solutions, analyze data, create presentation material, and pitch their recommendations in front of senior executives. Those who advance to the final rounds will have the opportunity to present their recommendations in front of senior consultants and Partners from global consulting firms.

The NSCC provides you with a unique opportunity to meet the top talent from across North America, gain a further understanding of strategy consulting with our live case simulation, and network with some of the top consulting professionals in North America.

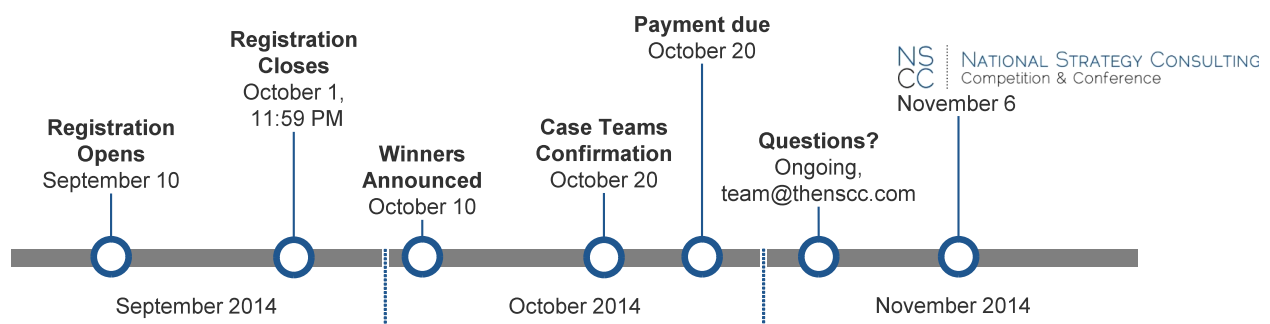
The entire team is looking forward to meeting you,

2014 National Strategy Consulting Competition & Conference Executive Team

Competition Schedule and Key Dates

We will be selecting 18 teams (12 undergraduate and 6 graduate) from around North America for the NSCC case competition this year. The selection and competition process is broken down into four distinct sections that require your action:

1. **Case Registration** opens on September 10th, 2014 which requires you enter your 3-4 member team information on our website www.thenscc.com. You will then complete the case and submit it back before 11:59 PM October 1st, 2014.
2. **Preliminary Case** will be released on upon receipt of your team information and a \$40 payment, and submissions will be accepted until 11:59 PM, October 1st 2014. Your case can be submitted by email to cases@thenscc.com. Please reference the *Preliminary Case Information* section within this document for rules and submission details.
3. **Team Selection** will be completed by a panel of the client case partners and an executive selection committee by October 10th, 2014. The results for all team submissions will be disclosed to all teams via email whether you are advancing to the final round or not.
4. **Fees** will be collected in two separate installments. One (\$40) due immediately before you will receive access to the case and can be paid during your registration. The second will be due within 10 days of being notified you are in the final round (by October 20th, 2014.) You will receive an email both immediately and a week prior to the fee due dates with instructions for payment. If you are unable to complete payment by the specified dates, please contact the executive team at team@thenscc.com prior to the cutoff. No late fees will be accepted after the due dates and teams who have not paid by that time will be disqualified unless the executive team has been notified.
5. **NSCC 2014** main event will occur on November 6 – 8 where the final competition round will take place in Vancouver BC.



Preliminary Case Information

Case Overview

The NSCC executive team is ecstatic about providing you with a live business problem currently challenging an energetic and fast growing startup based in Vancouver, BC. This case requires you to understand the firms industry, consider the context of the business challenge, analyze sets of live data, and provide a recommendation in the form of a consulting style proposal. **This is a live client you will be consulting, not a fabricated case.**

The purpose of the preliminary case round is to allow the NSCC executive team to gain an understanding of your consulting team dynamic and give you the opportunity to provide real value to our partner firm. Your case analysis will give us insight into the quality and talent your team brings to the table, similar to how clients analyze a proposal. We will score your assessment against specific criteria (see *NSCC Selection Criteria and Process* for details) to ensure the best set of teams are selected to compete at the NSCC 2014. Further, the client we are working with to develop this case is asking for your help to solve a very current and challenging business problem. Your analysis will be adding value immediately to this business if you opt in to release your submission to them (see *Case Submission Details*).

This case is the first test of your consulting skills and will give you a preview of what is to come in November during the National Strategy Consulting Competition & Conference main event. We will be selecting 12 undergraduate teams and 6 graduate teams to attend the NSCC starting on November 6th, 2014 in Vancouver, BC.

Case Deliverables

You are required to submit all of the following documents in the specified format **within a .zip file** to be considered as an applicant for NSCC 2014:

Deliverable	Description	Format
Cover Page	Identify your team name, team members, and school(s) within this document. This is the only area where you disclose your team name or school. This will not be used for the grading criteria, and so can be quite basic.	PDF

<p>Client Proposal Quantitative Analysis</p>	<p>Teams are required to submit a proposal to the client, providing the rationale for your recommendation. This proposal should be a stand-alone document and reflect your solution as if you were presenting it to the client. The slides should not contain good content and be organized properly – quality of the presentation of ideas matters. You must include the following slides within your submission:</p> <ul style="list-style-type: none"> • <i>'Executive Summary'</i> – 1-2 slide overview of your entire proposal • <i>'Summary'</i> - A 1 slide summary of your analysis and recommendations to the client <p>Typical sections found within a case analysis include stakeholder identification, issue identification, analysis of issues, alternatives identification, alternatives analysis, recommendation, financial investment analysis, implementation timeline, and risks and mitigations of your recommendation. Please note: these are only suggestions and you may emphasize / de-emphasize, add or subtract where needed. There is a limit of 20 slides for the presentation.</p>	<p>PowerPoint (.pptx) Excel (.xlsx): Please include all excel analysis in your PowerPoint. The judging panel will not open any attached excel documents or other analysis</p>
<p>Additional Justifications & Appendix Material</p>	<p>This is to be used if further justifications of your recommendation are required and if you have any additional appendix material (graphs, diagrams, etc.). Please include these after your 20 slide presentation if required.</p>	<p>.pptx</p>
<p>Ethics Form</p>	<p>Fill out this form if you would like to opt in to allowing our consulting partner firms to review your proposal, as well as to agree to our ethical policy. You must agree to the ethical policy, but you do not have to opt in to show your work to our consulting partner firms.</p>	<p>PDF – printed, signed and scanned back.</p>

Please submit all above documents within a .zip file.

Case Submission Details

The case must be submitted to cases@thenscc.com by October 1st, 2014. No late submissions will be accepted.

We will not be showing your submissions to our case partner firm by default. If you would like release your proposal to the organization, please fill out the *Submission Release Form* within the case package to opt in. Your proposal will provide valuable insight for the firm and give the organization the opportunity to get to know your team.

A note on this: should you opt in, you will be able to modify your presentation up until November 6th. At that time, if you have indicated you would like your work to be shared, our partnering consulting firms will have access to your work. They are under no obligation to contact you, but this is an opportunity to have firms see first-hand the work you are capable of.

Stating yes/no to this sharing of your work will not impact your score in any way. This is simply another way we are trying to connect firms to the students applying their consulting skills.

Rules & Regulations

NSCC executive team has developed a set of rules and we expect every team submitting a preliminary case to abide by them. You must understand and adhere to the following 4 rules:

Case Team

1. NSCC teams can have a maximum of 4 persons and must have a minimum of 3 persons
2. All members of a team must be enrolled as a full / part time student, or a student on Co-op from September to December 2014
3. All teams **must** pay a \$40 refundable entry fee before any preliminary case materials are distributed to them. This \$40 is for the whole team, not individually. Please pay in one installment.
4. Teams that are selected must pay required fees in two separate installments, one immediately upon submission to receive the case and the other on October 20th, 2014 if you are successful. Both fees will be non-refundable. You will receive an email a week prior to the fee due dates with instructions for payment. If you are unable to complete payment by the specified dates, please contact the executive team at case@thenscc.com prior to the cutoff. No late fees will be accepted after the due dates and teams who have not paid by that time will be disqualified unless the executive team has been notified.

Preliminary Case

1. Remove any material within your submission material that identifies your team name or school (other than on your cover letter). This is to ensure fair and unbiased judgment when scoring the submission.
2. All documents within the Case Deliverables section must be submitted by 11:59 PM, October 1st 2014 to cases@thenscc.com. Any additional documents will not be considered when evaluating the submission.

Rules continued.

You may:

1. Use **any** internet and or paper based sources to conduct research during the preliminary assessment that any student would have reasonable access to. This includes market research reports, industry reports, country reports etc.
2. Consult with a librarian or person knowledgeable about where to find information pertaining to case studies
3. Ask the NSCC executive team clarification questions regarding the case material (cases@TheNSCC.com) (All questions will be summarized and posted to our website for all teams to view during the preliminary case period)
4. Use other tools for data analysis other than Microsoft Office Suite (e.g. Tableau, R, or any other publically available tool.)
5. You may seek feedback from designated coaches, so long as they do not actively contribute to the production of any submitted materials (e.g. Making slides, writing sentences, performing quantitative analysis, pulling research)

You may not:

1. Consult any individual with a professional background (professors, industry experts, etc.) to assist with the generation of your proposal, in compliance with point 5 above
2. Plagiarize or break copyrights within the assessment
3. Reprint or disclose the case to any individual outside of your team without written consent from the firm and the NSCC executive team, with the exception of a team coach
4. Reach out to members of the client firm for clarification, questions or review of your work during the case submission period

The team in question will be disqualified if any of the above rules and regulations are broken, at the discretion of the NSCC executive team.

NSCC Presentation Marking Criteria

The following rubric will be used to evaluate all proposal submissions to determine the top 18 teams that will attend the main NSCC event. **Please note that this is not comprehensive grading scheme**, but identifies the major criteria areas. This is to assist you in preparing your presentation.

Criteria	0	2	4
Presentation	<ul style="list-style-type: none"> - Poorly formatted - Bad grammar - No structure of ideas - No “story” of analysis - Unclear, inconsistent 	<ul style="list-style-type: none"> - Small formatting errors - Few spelling mistakes or grammar confusion - Believable “story - Effort is clear - Analysis properly structured - Good use of images, graphs 	<ul style="list-style-type: none"> - Perfectly formatted - Artistic and informative - No spelling errors or mistakes - Great “story” - Substantial effort - Good structure - Clear ideas presented - Great use of images, graphs and text
Issue Identification / analysis	<ul style="list-style-type: none"> - Few issues identified, or poorly defined - Issues not prioritized - No clear logic for choice of issues - Analysis of issue is poor, unconvincing 	<ul style="list-style-type: none"> - Relevant issues identified and defined - Prioritized issues - Logical reasons given for identification - Thoughtful analysis, clear structure 	<ul style="list-style-type: none"> - Insightful analysis and logic - Prioritized clearly - Logical, data-driven reasons for identification - Impressive analysis and structured thinking
Alternatives Analysis	<ul style="list-style-type: none"> - No alternatives analyzed - Alternatives are not meaningful 	<ul style="list-style-type: none"> - Reasonable alternative solutions explored - Sufficient research to back up suggested alternatives - Generally explored in detail 	<ul style="list-style-type: none"> - Alternatives are insightful and thought-provoking - Clear consideration is given - Excellent research and justification of alternatives provided
Recommendation	<ul style="list-style-type: none"> - Recommendation is not clear - Recommendation has faults or serious errors - No timeline - No financial cost estimate 	<ul style="list-style-type: none"> - Recommendation is clear and somewhat practical - Timeline included - Financial estimate is reasonable 	<ul style="list-style-type: none"> - Clear recommendation and practical for the client - Timeline included, key milestones identified (KPI's) - Financial estimate is clear and researched
Risks and mitigations	<ul style="list-style-type: none"> - No risks or strategies to mitigate are identified 	<ul style="list-style-type: none"> - Few risks are identified, mitigations are reasonable 	<ul style="list-style-type: none"> - Comprehensive analysis of risks and considerations - Mitigations are well-thought out and meaningful

Preliminary Case Contact Information

Please contact any of the following individuals if you have any questions regarding the NSCC 2014 format:

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