

CaseKey Business Case Competition

Empowering Tomorrow's Business Leaders



Organized by CaseKey Academy

Rules and Regulations



CaseKey Business Case Competition

Rules and Regulations

Contact Information:

For inquiries or clarifications regarding the rules and regulations, please contact:

Email: general@nationinaction.com

© [2023] CaseKey Business Case Competition. All rights reserved.

This document contains the rules and regulations governing the participation in the CaseKey Business Case Competition. Any reproduction, distribution, or unauthorized use of this document is strictly prohibited.

Welcome Note

Dear Participants and Esteemed Coaches,

Welcome to the CaseKey Business Case Competition!

I am pleased to warmly welcome each of you who has embarked on this exciting journey of strategic thinking, problem-solving, and professional growth.

As the founder of CaseKey, I am genuinely inspired by each participant's passion and dedication to the competition. We aim to create a platform where aspiring business leaders can showcase their skills, learn from experienced coaches, and network with industry professionals.

We aim to maintain a fair and competitive environment throughout this competition, fostering creativity and innovation. The rules and regulations outlined in this document are designed to ensure a level playing field for all participants. I encourage you to familiarize yourself with these guidelines, which will be your roadmap to a successful and enriching experience.

This competition is more than a challenge; it is an opportunity to push your boundaries, refine your analytical prowess, and develop innovative solutions to real-world business problems. Embrace the learning experience, collaborate with your teams, and relish the chance to present your ideas to our esteemed panel of judges.

I wish each team the best of luck. May this competition be a steppingstone toward your future success.

Arshak Karapetyan

Founder, CaseKey Business Case Competition

President, Nation 2.0 Educational NGO

Table of Contents

Introduction	6
Part 1. Pre-Competition Stage	6
1.1. Application and Selection Process:	6
Application Categories:.....	6
Teams with Coaches Screening:.....	6
Matching for Individuals and Teams without Coaches:	6
Eligibility Criteria for all types of applicants:.....	6
1.2. Coaching Period Activities:	7
Coaching sessions.	7
Coaching Activities:	7
Coaching Structure:	7
Coach's Authority:	8
Importance of Coaching:.....	8
Team Dynamics:	8
1.3. Mandatory thematic training sessions based on Case Principles enhance participants' problem-solving skills.	9
1.4. Micro-Case Competitions for real business cases.	10
Micro-Case Competition Structure:.....	10
Scoring System:	10
Rules and Regulations:	11
Importance in Final Case Competition:.....	11
1.5. Additional Pre-Competition Activities:	11
#KeyPlay Intellectual Championship:	11
#KeyMeets: Breakfast or Dinner with Famous Individuals:	12
Overall Approach:	12
Part 2. Competition Stage	13
2.1. Divisional Mechanism in CaseKey Business Case Competition:	13
Division Formation:	13
Divisional Advancement:.....	13
Clearing of Micro-Case Points:.....	14
2.2. Presentation, evaluation, and feedback	14
Presentation Format:	14
Evaluation:	14
Feedback Session:	15
Part 3. Participant Etiquette and Competition Details	15
3.1. Code of Conduct:	15
3.2. Technology Requirements:	16
3.3. Awards and Recognition:	16
3.4. Media Release:	16
3.5. Acknowledgment of Changes:	17
Part 4. International Business Case Competition Participation Rules	17
4.1. Local Competition Distinction:	17
4.2. Criteria for International Participation:	17
4.3. Application and Screening Process:	17

4.4. Specialized Training:..... 17

4.6. No Guaranteed Participation: 18

4.7. Organizer's Authority: 18

4.8. Local Participant Oversight:..... 18

Part 5. Closing Remarks 18

5.1. General Compliance:..... 18

5.2. Overall Compliance: 19

Appendix 1: Participant Agreement..... 20

CaseKey Business Case Competition Rules and Regulations

Introduction

These detailed rules and regulations are crafted to ensure the integrity and fairness of the CaseKey Business Case Competition. They cover both the pre-competition coaching period (Including application and selection) and the competition itself, offering a comprehensive framework for participants.

Part 1. Pre-Competition Stage

1.1. Application and Selection Process:

Application Categories:

- Individuals: Solo participants can apply.
- Teams without a Coach (3-4 people): Small groups without designated coaches.
- Teams with Coaches (4-8 people): Larger groups with assigned coaches.

Teams with Coaches Screening:

- To be selected, Teams undergo a rigorous screening process, including interviews, and if selected, they start their participation as a whole team.

Matching for Individuals and Teams without Coaches:

- Teams without coaches and individuals pass screening and interviews.
- If Selected, Individuals and teams without coaches undergo a meticulous matching process with a coach to form new teams.
- Matching ensures balanced and complementary skill sets within the teams.

Eligibility Criteria for all types of applicants:

- Age: 17-24 years old
- Current student or recent graduate
- Proficiency in English

1.2. Coaching Period Activities:

Coaching sessions.

Coaching sessions are an essential and integral part of the CaseKey Business Case Competition, providing participants personalized guidance and skill development. The success of the coaching process relies on the active collaboration between participants and coaches.

Coaching Activities:

- **Learning Objectives:**
 - The coaching period focuses on equipping participants with the skills needed to excel in business case analysis and presentation.
- **Case Reading Skills:**
 - Participants learn how to read and comprehend complex business cases effectively.
 - Emphasis is placed on extracting essential information, identifying challenges, and understanding the context.
- **Analytical and Strategic Thinking:**
 - Coaches guide students in developing analytical insights and fostering strategic thinking.
 - The goal is to cultivate original and innovative approaches to problem-solving.
- **Solution Presentation:**
 - Participants are trained on how to structure and present their solutions effectively.
 - Skills such as creating compelling narratives, using visuals, and delivering impactful presentations are emphasized.
- **Time Management:**
 - The coaching process helps participants manage their time efficiently, considering the demands of the competition.

Coaching Structure:

- **Frequent Meetings:**
 - Participants and coaches should meet frequently throughout the 6-7 month coaching period.
 - Regular meetings ensure continuous progress and allow for the timely resolution of challenges.
- **Scheduling Responsibility:**
 - The responsibility for scheduling coaching sessions lies with the team and the coach.

- Teams are encouraged to establish a structured schedule that accommodates the availability of all members.
- **Organizer Oversight:**
 - While the organizers do not directly schedule the coaching sessions, periodic check-ins will occur.
 - Organizers will have intermittent meetings with coaches to monitor teams' progress and offer support as needed.

Coach's Authority:

- **Cancellation Authority:**
 - The coach has the authority to cancel a student's participation in the team if the student fails to comply with the internal rules and agreements established by the team.
- **Internal Team Rules:**
 - Teams must set internal rules and agreements to ensure effective collaboration and participation.
 - Non-compliance with these rules may lead to the coach's intervention.

Importance of Coaching:

- **Skill Enhancement:**
 - Coaching sessions enhance participants' problem-solving, analytical thinking, and presentation abilities.
- **Guidance on Case Principles:**
 - Coaches provide guidance on understanding and applying Case Principles, ensuring participants are well-prepared for the competition.
- **Tailored Support:**
 - The personalized nature of coaching allows teams to receive tailored support based on their unique strengths and areas for improvement.

Team Dynamics:

- **Collaborative Effort:**
 - Successful coaching relies on a collaborative effort between the coach and the entire team.
 - Open communication and active participation are vital for maximizing the benefits of coaching.
- **Internal Communication:**
 - Teams are encouraged to establish effective internal communication channels to facilitate smooth interactions during coaching sessions.

1.3. Mandatory thematic training sessions based on Case Principles enhance participants' problem-solving skills.

- **Purpose and Frequency:**
 - To enhance participants' problem-solving skills, the CaseKey Business Case Competition incorporates mandatory thematic training sessions during the 6-7 month coaching period.
 - These sessions occur frequently, providing a structured approach to skill development.
- **Content and Case Principles:**
 - Thematic training sessions are primarily based on Case Principles, encompassing key methodologies for effectively analyzing and solving business cases.
 - Participating teams receive a business case relevant to the upcoming theme before each training session.
- **Session Structure:**
 - Teams must solve and pitch the provided business case during the training session.
 - Immediate feedback is provided to teams, fostering continuous improvement.
 - Following the case-solving segment, teams participate in a Master-Class related to the specific thematic training topic.
- **Registration-Based Attendance:**
 - Attendance at these thematic training sessions is mandatory for all participating teams.
 - Teams must register for each session in advance, ensuring a commitment to the learning process.
- **Benefits of Mandatory Attendance:**
 - Mandatory attendance ensures that teams actively engage with the learning content, reinforcing the application of Case Principles in practical scenarios.
 - Feedback and master-class sessions further enrich the learning experience, contributing to the overall preparation for the competition.
- **Coordinated Schedule:**
 - The organizing team coordinates thematic training session scheduling with the participating teams and coaches.
 - This ensures that teams can effectively plan and manage their time to make the most out of these valuable learning opportunities.
- **Integration with Coaching Program:**
 - Thematic training sessions are seamlessly integrated into the broader coaching program, complementing other activities aimed at skill enhancement.

- The holistic approach ensures that teams are well-equipped to tackle diverse business challenges presented in the competition.

1.4. Micro-Case Competitions for real business cases.

Micro-case competitions are crucial in the CaseKey Business Case Competition, providing participants practical experience in solving real business problems. These competitions are integral to the preparatory phase, allowing teams to hone their analytical and presentation skills.

Micro-Case Competition Structure:

- **Frequency:**
 - During the CaseKey Business Case Competition, participants engage in 3-4 micro-case competitions.
 - These micro-cases simulate real-world business scenarios and challenges.
- **Real Business Problems:**
 - Micro-cases are designed to mirror authentic business problems, providing teams with a realistic and immersive experience.
- **Selection for Pitching:**
 - The top-performing teams in each micro-case competition earn the opportunity to pitch their solutions.
 - Selection is based on the quality and effectiveness of their proposed solutions.

Scoring System:

- **Scoring Criteria:**
 - Teams are scored based on their performance in the micro-case competitions.
 - Points are awarded according to the following system:
 - 1st Place: 10 points
 - 2nd Place: 8 points
 - 3rd Place: 6 points
 - Other Selected Teams: 4 points
 - Submitted but not selected: 2 points.
 - Non-Submissions: 0 points
- **Accumulated Points:**
 - Points earned in each micro-case competition are accumulated throughout the preparatory period.
 - The accumulated points serve as the Grand Finale grouping score, influencing team placements in the final competition.

Rules and Regulations:

- **Micro-Case-Specific Guidelines:**
 - Each micro-case competition comes with its own set of rules and regulations.
 - Teams receive detailed instructions and guidelines for each micro-case before the competition.
- **Provided Information:**
 - Teams receive information relevant to the specific micro-case, including industry context, challenges, and required analyses.
- **Preparation Period:**
 - Teams are given sufficient time to prepare and present their solutions for each micro-case.
 - This allows for thorough research, analysis, and strategic planning.

Importance in Final Case Competition:

- **Grouping Score:**
 - The accumulated points from micro-case competitions significantly influence team placements in the Final Competition.
 - Teams with higher scores have a competitive advantage in the final stage of the competition.

1.5. Additional Pre-Competition Activities:

In addition to the core coaching and training components, the CaseKey Business Case Competition incorporates engaging activities during the pre-competition stage, fostering networking, fun, and unique learning experiences.

#KeyPlay Intellectual Championship:

- **Nature of Activity:**
 - #KeyPlay is an intellectual championship designed to infuse fun and camaraderie into the pre-competition stage.
- **Participation Basis:**
 - Participation in #KeyPlay is team-based, encouraging collaboration and teamwork among competition participants.
- **Objective:**
 - The objective of #KeyPlay is to provide a platform for teams to showcase their intellectual prowess through various challenges and games.
- **Encouraged Participation:**

- While participation in #KeyPlay is not mandatory, teams are highly encouraged to engage in this enjoyable and team-building activity.

#KeyMeets: Breakfast or Dinner with Famous Individuals:

- **Nature of Activity:**
 - #KeyMeets involve intimate gatherings, either breakfast or dinner, where participants can meet and interact with accomplished individuals.
- **Participation Basis:**
 - #KeyMeets is an individual participation activity that allows participants to engage in meaningful conversations in smaller groups.
- **Guests:**
 - The sessions may include influential figures and renowned individuals from various industries, providing valuable insights and networking opportunities.
- **Mandatory Status:**
 - While participation in #KeyMeets is not mandatory, individuals are strongly encouraged to take advantage of this unique chance to connect with accomplished personalities.

Overall Approach:

- **Holistic Development:**
 - These activities contribute to participants' holistic development by providing educational experiences and opportunities for networking and socializing.
- **Encouragement for Well-Rounded Participation:**
 - Teams and individuals are encouraged to participate in these activities to foster a well-rounded and enriching experience leading to the main competition.
- **Flexible Engagement:**
 - The voluntary nature of participation allows teams and individuals to engage at their comfort level, ensuring a flexible and inclusive approach to pre-competition activities.

The combination of intellectual challenges, networking opportunities, and engaging interactions with accomplished individuals adds an extra layer of enrichment to the overall CaseKey Business Case Competition experience during the pre-competition stage.

Part 2. Competition Stage

The Final Case Competition consists of two main parts: Divisional competition (semi-finals) and Grand Final.

2.1. Divisional Mechanism in CaseKey Business Case Competition:

The Divisional Mechanism in the CaseKey Business Case Competition is pivotal in determining the finalists who will advance to the Grand Finale. This process ensures fairness and competitiveness, considering the teams' performance in the micro-case competitions.

Division Formation:

- **Composition:**
 - Each division comprises 4-5 teams, making the competition manageable and allowing for focused evaluations.
- **Micro-Case Competition Results:**
 - The formation of divisions is based on the results obtained in the micro-case competitions.
 - Teams with the highest accumulated points from the micro cases are allocated to different divisions.
- **Allocation Criteria:**
 - The top 4 to 5 teams with the most points from the micro cases are strategically distributed to form the first team in each division.
 - Subsequent teams are then allocated based on their relative performance, ensuring a balanced distribution of competitiveness across divisions.

Divisional Advancement:

- **Advancement Criteria:**
 - The top team from each division earns the coveted opportunity to advance to the final round of the competition.
- **Competitive Structure:**
 - This mechanism ensures a competitive edge for every team as they vie for the top position in their respective divisions to secure a spot in the Grand Finale.
- **Balanced Distribution:**
 - The allocation process guarantees that divisions are evenly matched, allowing each to showcase its unique strengths and strategic approaches.

Clearing of Micro-Case Points:

- **Starting at the Divisional Stage:**
 - The points accumulated from micro-case competitions are cleared to ensure a fresh start and equal opportunity for all teams.
 - This reset offers each team a fair chance to compete for a spot in the Grand Finale based on their performance in the divisional round.

2.2. Presentation, evaluation, and feedback

Presentation Rooms Access:

- Only the jury panel, team members, coaches, and organizers are present during divisional presentations.
- Coaches can enter or leave rooms between presentations.
- Finals are open to everyone, but competing teams can only attend other presentations after their performance.

Presentation Format:

- **Time and Slides:**
 - Teams have 10 minutes for their presentation, with a maximum of 15 slides (excluding Appendices).
 - A 10-minute Q&A session follows, allowing the use of additional slides with no limit.
 - Maximum four representatives on stage; the entire team can contribute to solving the case.
- **Language:**
 - Presentations and pitching can be conducted in both English and Armenian, providing flexibility for participants.

Evaluation:

- **Jury:**
 - A jury of 3-4 professionals assesses teams in the divisional round.
 - The finals involve a larger jury panel consisting of 5-6 professionals.
- **Criteria:**
 - Evaluation is based on solution quality, analytical insights, and original approach.
 - The feasibility of implementation details is assessed in terms of timing, financial resources, and capabilities.
 - Clarity and effectiveness of oral presentation and slides are critical.
 - Professionalism in Q&A interactions is a crucial aspect of assessment.

Feedback Session:

- **Post-Divisional Round:**
 - Teams receive brief feedback without revealing the winning team's identity.
 - Feedback sessions are limited to 5 minutes per team, allowing questions from team members.
 - Only the coach, team members, and organizers are present during these sessions.
- **Coach Communication:**
 - Coaches receive case studies before divisional presentations.
 - No communication with teams is allowed from the case reveal until after the team's division round presentation.
 - After the division round, coaches can communicate with their teams only after the team completes the Final Round presentation.

Part 3. Participant Etiquette and Competition Details

3.1. Code of Conduct:

Participation in the CaseKey Business Case Competition is a collaborative and professional endeavor. All participants, including team members, coaches, and organizers, are expected to adhere to a high standard of conduct. This includes, but is not limited to:

- **Professionalism:**
 - Maintain a professional demeanor in all interactions and communications.
 - Foster a positive and inclusive environment for teamwork and community building.
- **Teamwork:**
 - Embrace the spirit of teamwork and collaboration, respecting the opinions and contributions of all team members.
 - Uphold the principles of fair play and equal participation within the team.
- **Business Ethics:**
 - Demonstrate integrity and ethical behavior throughout the competition.
 - Uphold the highest standards of business ethics in problem-solving and decision-making.
- **Respect:**
 - Treat all participants, coaches, judges, and organizers respectfully and courteously.

- Refrain from any behavior that may be considered disrespectful or discriminatory.

3.2. Technology Requirements:

CaseKey Business Case Competition embraces flexibility in technology use while maintaining effective communication. Participants should be aware of the following:

- **Communication Methods:**
 - The primary mode of communication will be via email; therefore, it is crucial to **provide a valid email address accessible throughout the competition.**
- **Team Communication:**
 - Teams can establish communication methods and choose the technologies that best suit their collaborative needs.
 - No specific technological requirements or special software are mandated for the competition.

3.3. Awards and Recognition:

CaseKey acknowledges participants' dedication and seeks to provide recognition and opportunities for personal and educational development:

- **Awards:**
 - CaseKey does not offer awards directly.
- **Case Company Awards:**
 - Case Companies may offer awards as part of the competition.
- **Scholarship Opportunities:**
 - Organizers actively seek scholarship and funding opportunities for participants dedicated to educational and personal development purposes.
- **Participation Certificate:**
 - CaseKey provides a participation certificate with unique credentials.
 - Certificates are awarded to participants who reach the Divisional stage.

3.4. Media Release:

Participation in CaseKey involves potential media coverage or promotional activities. Participants should be aware of the following:

- **Use of Participant Information:**
 - CaseKey may use participant names, images, or work for promotional purposes related to the competition.

3.5. Acknowledgment of Changes:

The organizers of CaseKey reserve the right to change the rules and regulations. Participants will be informed of any changes promptly. It is the responsibility of participants to stay informed about any updates to ensure compliance.

Part 4. International Business Case Competition Participation Rules

The CaseKey organizers are dedicated to facilitating opportunities for local participants to partake in international Case competitions. While victory in the local CaseKey Case Competition does not automatically guarantee participation in the international arena, CaseKey, as the organizational body, actively oversees and orchestrates the involvement of local participants in global events whenever feasible.

4.1. Local Competition Distinction:

Participation in the international Business Case Competition stands independently from the local competition. Winning the local CaseKey Case Competition does not ensure direct entry into any international competition.

4.2. Criteria for International Participation:

Eligibility for the international competition is determined through a distinct call for applications. This call is exclusively extended to CaseKey Case Competition finalists and/or alumni, contingent on the organizers' needs.

4.3. Application and Screening Process:

All applicants undergo a meticulous screening process, ensuring a comprehensive evaluation of their skills and capabilities. CaseKey meticulously manages the screening process to identify participants best suited for success in the international competition setting.

4.4. Specialized Training:

Successful applicants are required to undergo specialized training facilitated by CaseKey, providing them with the necessary skills and knowledge to excel in the international CaseKey Business Case Competition.

4.5. Composition of the International Team:

The needs and requirements of the global competitions guide the international team's formation. CaseKey exercises its discretion to ensure a diverse and highly qualified representation, reflecting the excellence of the CaseKey community.

4.6. No Guaranteed Participation:

Participation in the international competition is not guaranteed solely by winning the local CaseKey Competition. Each participant must meet the specific criteria outlined for the international event, as determined by CaseKey.

4.7. Organizer's Authority:

CaseKey, as the organizing body, reserves the right to make final decisions regarding the composition of the international team. This ensures a fair and competitive representation in alignment with the goals of the CaseKey Business Case Competition.

4.8. Local Participant Oversight:

CaseKey, as the organizational body, actively oversees and manages the participation of local individuals in international Case competitions. In the presence of opportunities, CaseKey directs and facilitates the involvement of local participants, underscoring its role as the guiding force behind its global engagement.

This set of rules and regulations is designed to maintain the integrity and high standards of both local and international CaseKey competitions.

Part 5. Closing Remarks

These comprehensive rules and regulations are designed to provide a detailed framework for the CaseKey Business Case Competition, fostering fairness, transparency, and a high competition standard throughout the preparatory coaching period and the main event.

5.1. General Compliance:

- **Mandatory Adherence:**
 - All rules and regulations outlined for the CaseKey Business Case Competition are mandatory and must be followed by all participating teams.

- **Acceptance of Rules:**

- By accepting the participation offer, selected applicants comply with and adhere to all the stipulated rules and regulations.

5.2. Overall Compliance:

- **Acceptance of Participation Offer:**

- Accepting the participation offer signifies a commitment to adhere to all rules and regulations throughout the CaseKey Business Case Competition.

- **Organizer Discretion:**

- The organizers reserve the right to enforce penalties or disqualify teams for non-compliance with the specified rules and regulations.

By participating in the CaseKey Business Case Competition, teams acknowledge and commit to upholding these rules and regulations, contributing to a fair and competitive environment for all participants.

© [2023] CaseKey Business Case Competition. All rights reserved.

The rules and regulations outlined in this document are subject to copyright protection. No part of this document may be reproduced, distributed, or transmitted in any form or by any means without the prior written permission of CaseKey Business Case Competition.

Appendix 1: Participant Agreement

CaseKey Business Case Competition Rules and Regulations

(This is a document that each participant of CaseKey Case Competition will sign if he receives a participation offer)

Participant Information:

Name Surname: _____

Email Address: _____

Acknowledgment of Compliance:

I, [Name], acknowledge that I have read, understood, and agree to comply with the rules and regulations outlined for the CaseKey Business Case Competition.

Pre-Competition Stage:

Team Selection Process:

- **Application Categories:**
 - Individuals
 - Teams without a Coach
 - Teams with Coaches
- **Teams with Coaches Screening:**
 - I understand the screening process and commit to fulfilling the requirements.
- **Matching Process:**
 - We acknowledge and agree to undergo the matching process if applicable.
- **Eligibility Criteria:**
 - We confirm meeting the eligibility criteria.

Coaching Process:

- **Commitment to Coaching:**
 - I commit to the 6-7 month coaching period.
- **Team Management:**
 - I understand the team's responsibility for coaching management.
- **Individual Compliance:**

- I acknowledge the coach's authority to enforce compliance with group rules.

Micro-Case Competitions:

- **Scoring System:**

- I understand the Micro-Case Competition scoring system.

- **Submission Requirements:**

- I commit to actively participating in and submitting solutions for each Micro-Case Competition.

Additional Pre-Competition Activities:

- **#KeyPlay and #KeyMeets:**

- I acknowledge and encourage participation in #KeyPlay and #KeyMeets.

Competition Stage:

Divisional Mechanism:

- **Micro-Case Points Reset:**

- I understand and accept the clearing of Micro-Case points at the divisional stage.

- **Advancement Criteria:**

- I commit to actively competing in the divisional stage.

Overall Compliance:

Acceptance of Participation Offer:

- I accept the participation offer and commit to upholding the rules and regulations of the CaseKey Business Case Competition.

Organizer Discretion:

- I acknowledge that the organizers reserve the right to enforce penalties or disqualify teams for non-compliance.

Name Surname _____

Date _____

© [2023] CaseKey Business Case Competition. All rights reserved.

The rules and regulations outlined in this document are subject to copyright protection. No part of this document may be reproduced, distributed, or transmitted in any form or by any means without the prior written permission of CaseKey Business Case Competition.