

Att.:  
BEAT the ELITE Participant(s)

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## RULES AND OUTLINE

The BEAT the ELITE (BtE) - *by CBS Case Competition Committee* is pleased about your interest in the BtE.

In short BtE is a sub-competition rooted in the same objective and success as the main event; CBS Case Competition. BtE will act as a playground for students from all Danish universities and business schools to get familiar with case solving, interdisciplinary challenges, and likewise network with fellow-students from other institutions and/or degrees. Overall, participants in BtE will need to solve the same case as the students chosen in the main event; yet, another set of rules will apply for practical reasons. Concisely, these are **the compelled rules**:

- The case is released Wednesday, 03<sup>rd</sup> March 2010 at 10:00am
- Participants are required to be **enrolled at Danish undergraduate and graduate programs**
- Students can participate in teams of **maximum four students**
- Your solution may consist of **maximum 10 PowerPoint slides or comparable**
- Your solution **must include ½ page executive summary**
- The case has a 24hr deadline
- **Electronic hand in due Thursday, 04<sup>th</sup> March 2010 at 10:00am to [bte@casecompetition.com](mailto:bte@casecompetition.com)**
- Contact information; that is, **name, e-mail address, telephone number and study program**
  
- A BtE Help Desk - where Faculty Advisor are present for questions and tips - will be held at CBS Campus @ Kantinen, 2<sup>nd</sup> Floor 1:00pm - 3:00pm. Students unable to attend this session are able to send their questions to [bte@casecompetition.com](mailto:bte@casecompetition.com)
- A session will be held exclusively for the CBS Case Competition participants; however, the BtE Committee will do its utmost to upload a video at during the afternoon, Wednesday at <http://casecompetition.com/beattheelite>

Five finalists are revealed on Thursday, 04<sup>th</sup> March 2010 at about 4:00pm and these finalists must be prepared to conduct their presentation (**which one is allowed to modify following the hand in**) for executive level representatives from the case company, consultants from our Preferred Partner McKinsey & Company as well as observers from the CBS Case Competition - Organizing Committee on **Friday, 05<sup>th</sup> March 2010**. Subsequently, presentations will be oral assisted by an undefined number of slides; yet, within the designated **10 minute time slot followed by a five minute questions/answers session**.

For more information or any queries do not hesitate to contact [bte@casecompetition.com](mailto:bte@casecompetition.com)

Yours Sincerely,

### **BEAT the ELITE COMMITTEE**

CBS Case Competition - Organizing Committee

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