



Consulting Case Competition 2025

Information Pack



Please read terms and conditions before proceeding with your application

These T&Cs apply to the Consulting Case Competition 2025 run by the North West Biotech Initiative (NWBI), a student-led society which is part of The University of Manchester's Students Union and sponsored by the Masood Entrepreneurship Centre and Remap Consulting.

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NWBI Consulting Case Competition Overview

The North-West Biotech Initiative is delighted to welcome you to the 2025 edition of the NWBI Consulting Case Competition!

During this three-day event we hope to bring together students and professionals from a range of multidisciplinary backgrounds to focus their efforts on analysing a fictitious consulting case. The schedule consists of a Workshop Day, Mentorship Day and Competition Day spread over three days in November. During this time, competitors will learn the necessary skills required to analyse a case, discuss the process of producing a consulting proposal, and finally pitch their findings to a panel of judges for the chance to win up to £600.

The healthcare industry is constantly presented with unique challenges, which are overcome by professionals who have competencies in commercial awareness, critical thinking and teamwork. This competition offers students a chance to develop skills in all of these areas. In addition, there will be opportunities to network throughout the competition, and you might just get the right contact for your next job in consulting or the pharmaceutical industry! In this document, you will find further details regarding the competition format, guest judges and event partners, and how to apply.

This competition is open to undergraduate students and postgraduate students (master, Ph.D. and post-doc) in the biotechnology related fields who are interested in gaining a thorough understanding of consulting. The applicants will be selected based on the quality of their application.

Competition format:

The Consulting Case Competition has five key dates:

- **Friday 7th November at midnight:** Application deadline
- **Friday 14th November:** Notification to the Finalists
- **Tuesday 18th November:** Workshop 1 (Online), 5-7:30 pm
- **Thursday 20th November:** Workshop 2 (Online), 5-7:45 pm
- **Tuesday 25th November:** Competition Day Final and Networking Event (Manchester Institute of Biotechnology, Foyer and adjoining lecture hall)

Interested teams are required to complete an [application form](#), where they will be asked what their motivation is for participating and to introduce their fictitious consultancy firm. Upon the application deadline, all the applications will be evaluated by the organising committee and best-performing teams will be selected as participants and provided the fictional case files. Next, the teams will attend an online consultancy workshop delivered by experts who will provide an overview of consultancy and a 'walk-through' of how to analyse a case. Two days later, on the Mentor Day (online), each team will have a designated hour to talk to their mentor and discuss their draft proposal. Finally, on the Competition Day (in-person), each team will provide a 10 min presentation in front of a panel of judges and will be expected to defend their pitches. Once each team has completed their pitch, the expert panel will evaluate the presentations and a £600 cash prize will be awarded to the first place team, with the runners up also winning a cash prize.

Application requirements:

- Undergraduate and Postgraduate (masters, PhD) students and post-docs at a North-West University.
- Team of 2-5 members.
- Be available for all three competition key dates: **18th, 20th and 25th November 2025.**

General Rules/Guidelines

1. Eligibility and application:

- 1.1. The competition is open to all undergraduate students and postgraduate students enrolled at any of the universities of the UK at least until June 2026.
- 1.2. Applications for the competition are accepted for individuals or teams of 2 to 5 people.
- 1.3. Each team must contain at least two students (undergraduate, master or PhD).
- 1.4. If you cannot form a team, but would like to enter the competition, email the NWBI committee by **Wednesday 5th November**.
- 1.5. Only one application per individual or team is permitted.
- 1.6. To enter the competition the teams must fill in the application form and email it to manchester@nwbiotech.co.uk by **midnight on Friday 7th November**.
- 1.7. The NWBI reserves the right to contact entrants to validate the entry information.
- 1.8. The applications which do not meet the above criteria will not be taken into evaluation or will be disqualified if any of the criteria are found to be breached during the course of the competition.

2. Fictional character of the competition and intellectual property rights:

- 2.1. The Consulting Competition is a fictional consulting competition. Fictional cases are presented.
- 2.2. The participants should be aware that all the ideas presented in the pitches will be disclosed to all the participants, mentors, judges and organisers of the competition, as well as potentially the general public.
- 2.3. The North-West Biotech Initiative is not responsible for any sort of intellectual property or copyright conflict that might arise in the competition.

3. First round- evaluation of applications:

- 3.1. The NWBI committee will evaluate the application forms, and the best applications will be shortlisted.
- 3.2. The successful applicants (qualified teams) will be notified on **Friday 14th November** and will receive the competition schedule and instructions on how to join the workshops, mentoring sessions and the competition day.
- 3.3. There can be no appeal against the decision of the committee, and these decisions must be accepted as final.

4. Second round- Workshops, mentorship session and competition day:

- 4.1. All the sessions will be held *via* Zoom online platform except for the competition day, which will be in-person.
- 4.2. The shortlisted applicants will attend the workshops, mentoring sessions, prepare the presentations and deliver a pitch to a panel of expert judges.

Workshops:

- 4.3. The workshops will take place on **Tuesday 18th November** (See detailed schedule below).
- 4.4. At least half of the team must ensure they can attend each of the workshops.

Mentoring sessions:

- 4.5. The mentoring sessions will take place on **Thursday 20th November**.
- 4.6. Each team will be given a 1-hour mentorship session with an expert.
- 4.7. The teams are free to ask any questions to the mentors and the mentors can provide feedback on pre-prepared presentations.
- 4.8. Contact details of the expert will be provided to the team upon their shortlisting.
- 4.9. At least half of the team must ensure they can attend the mentoring session.

Competition day:

- 4.10. On the day of the presentations, the judges will evaluate the pitches and summaries, select the winners and award the prizes to the three best teams.
- 4.11. The presentation slides must be presented in Microsoft PowerPoint format.
- 4.12. The written executive summary must be submitted in Microsoft Word format and must have a maximum of 500 words.
- 4.13. The presentation slides and written summary must be emailed to the organising committee before 5pm on Monday 23rd November.
- 4.14. No further amendments will be allowed to the slides once the presentation has been sent.
- 4.15. All the teams will receive judging forms and anonymised written feedback after the event.
- 4.16. There can be no appeal against the decision of the judges, and these decisions must be accepted as final.
- 4.17. The judges may decide to award joint prizes. If there are no entries of a sufficient quality, at the absolute discretion of the judges, the right not to award any prize is reserved.
- 4.18. The evaluation criteria may be provided upon request.
- 4.19. All the team members must ensure they attend the competition. (See detailed schedule below.)

5. Rules on presentation/pitch and evaluation:

- 5.1. The presentation/pitch must last no longer than 10 min.
- 5.2. The presentation/pitch will be followed by a 5 min Q&A session performed by the judges.
- 5.3. The presentation, the Q&A session and the executive summary will count for the judges' evaluation.
- 5.4. The application form will not be evaluated by the judges.
- 5.5. No copyrighted material allowed; teams can use open-source code and Creative Commons licensed images/videos.
- 5.6. Only team members listed on the application form can present.
- 5.7. Teams should get informed consent if images of people appear in the presentation.
- 5.8. Further information of how to prepare the presentations/pitches will be provided in the workshops.

6. Rules/Guidelines for judges:

- 6.1. **Judging attitudes:**¹
- 6.2. Mentorship - give constructive criticism as well as highlight strong points
- 6.3. Championship - find the overall excellence
- 6.4. Critique - evaluate projects, but do not be inquisitive
- 6.5. Fairness - judge teams on their own merits
- 6.6. **Judging Protocol:**²
- 6.7. Watch pitches/presentations

- 6.8. Quiz on pitches during the judging sessions
- 6.9. Read the written executive summary.
- 6.10. Fill in the judging form and award points to the teams
- 6.11. Votes of an individual judge represent their individual opinion, not a consensus of the judging panel. The organising committee will determine the winner based on the points from all judges in the judging forms
- 6.12. Judges are asked to write at least one positive comment and one constructive criticism in the judging forms provided. The comments will be anonymised before presenting them to the Teams
- 6.13. Judges award the prizes

¹ Adapted from: iGEM Foundation, <https://2020.igem.org/Judging/Resources>, (accessed Jan 14th, 2021).

² Adapted from: iGEM Foundation, <https://2020.igem.org/Judging/Resources>, (accessed Jan 14th, 2021).

7. Prizes:

- 7.1. Three prizes will be awarded collectively to the team:
 - 1st place - £600
 - 2nd place - £300
 - 3rd place - £100
- 7.2. All teams will be issued a Certificate of Participation.
- 7.3. The cash prize will be transferred to the team leader.

8. Complaints and Responsible Conduct Issues:

If you find that anyone involved in the competition is breaching the competition rules or behaving in a manner not in line with the standard of the Competition, please contact the NWBI committee at manchester@nwbiotech.co.uk.

Competition timeline and schedule

Pre-competition - **Friday 7th November** at midnight: Application deadline

Pre-competition – **Friday 14th November**: Notification to the Finalists

Workshop 1 (Online) - Tuesday 18th November

Learn about the case and consulting through workshops

17:00 –17:10 – Introduction

Introduction to the society and competition outline

17:10 –18:10 – Workshop 1

First workshop

18:10 –18:15 – Break

18:15 –19:15 – Workshop 2

Second workshop

19:15 –19:30 – Wrap up & questions

Workshop 2 (Online) - Thursday 20th November- Mentoring sessions

Mentor meetings and networking session

17:00 - 17:10 – Introduction

Brief introduction to the session

17:10 - 18:10 – Mentor session 1

Half the groups will have a session with their assigned mentors

18:10 - 18:15 – Break

18:15 - 19:15 – Mentor session 2

Groups will swap, with the other half having their session with a mentor

19:15 - 19:45 – Networking session

Two 15 min breakout sessions for competitors to network with sponsors

Competition Day (In-person) - Tuesday 25th November, Manchester Institute of Biotechnology, Lecture Hall & Foyer

Presentations and winner announced

15:00 –15:10 – Introduction

Short introduction to the session and format of the evening

15:10 –16:10 –Team presentations (Block 1)

The first block of groups will present their proposals (4 x 10-minute presentations with 5 mins for questions)

16:10 – 16:30 – Refreshment Break

16:30 –17:30 –Team presentations (Block 2)

The first block of groups will present their proposals (4 x 10-minute presentations with 5 mins for questions)

17:30 - 17:45 - Break and judges discussions

17:45 –18:15 – Keynote speaker talks (2 x 15-minute presentations)

18:15 - 18:30 - Winners Announced

18:30 - 20:00 - Drinks & networking social

Frequently asked questions (FAQs)

What is the Consulting Case Competition and what to expect?

- Five teams of student/post-docs act as 'consultants' for a fictional biopharmaceutical company- Daraga Inc.
- The teams are judged based on the best proposal pitched in response to a case brief.
- Winners are awarded a cash prize, with the runners up and third place team winning smaller amounts as well.
- Consulting workshops and mentoring workshops by industry experts.
- Case studies-based proposals given in the form of a two-page executive summary and a ten-minute pitch.

Who is the organiser?

- North-West Biotech Initiative (NWBI)- organises the competition, recruits and shortlists participants.

Who prepares the case studies for the competition?

- North-West Biotech Initiative (NWBI).

Who is involved in the Consulting Case Competition?

- Judges-Two leading industry experts to act as judges for the competition.
- Mentors-Each team will be paired with an industry expert, who can provide advice/guidance in the three weeks leading up to the competition (when the teams are preparing their pitches).
- Speakers-Industry experts will give talks centred around career paths within consulting.
- Non-competing audience- Students and researchers who are interested, but not competing, can attend the afternoon of the competition day.

Who is eligible to participate?

- Undergraduate or postgraduate students or post-doctoral researchers interested in biotechnology, in teams of 2-5 people. From any university in Manchester, or potentially from further afield if there is significant interest.

Would I have to prepare anything in advance?

- Unlikely unless informed prior to the event. Just attend the event with your team and an open mind!

Who can I contact if I am interested but do not have a team yet?

- manchester@nwbiotech.co.uk