

Consulting Case Competition 2024

Rules & Guidelines

Please read terms and conditions before proceeding with your application

These T&Cs apply to the Consulting Case Competition 2024 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.

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 2023.
- 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, email the NWBI committee by **Monday 3rd of June**.
- 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 **Tuesday 7th of June**.
- 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 10 best applications will be shortlisted.
- 3.2. The successful applicants (qualified teams) will be notified on the **10th of June** 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 the **13th of June**. (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 the **17th of June**.
- 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 5 pm on the 23rd of June.
- 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

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. Competition timeline and schedule*:

**Subject to change*

Pre-competition – 7th of June: Application deadline

Pre-competition – 10th of June: Notification to the Finalists

3-week Competition Programme

Week 1 - Thursday 13th June - Workshop Day (Online)

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

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).

First workshop

18:10 –18:15 – Break

18:15 –19:15 – Workshop 2

Second workshop

19:15 –19:30 – Wrap up & questions

Week 2 - Monday 17th June - Mentor Day (Online)

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

Week 3 - Monday 24th June - Competition Day (In-person)

Presentations and winner announced

15:00 –15:15 – Introduction

Short introduction to the session and format of the evening

15:15 –16:15 – Consulting companies showcase

16:15 –17:45 –Team presentations (Block 1)

The first block of groups will present their proposals

17:45 –18:00 – Break

18:00 –19:00 –Team presentations (Block 2)

The second block of groups will present their proposals

19:00 - 19:30 - Pizza

19:30 –20:00 – Break and judges discussions

20:00 –20:30 – Winners announced

Winners announced and closing remarks

9. 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.