



North  
West  
Biotech  
Initiative



Consulting Case Competition  
North-West Biotech Initiative

# Consulting Case Competition 2024

## Competition Overview



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# NWBI Consulting Case Competition Overview

The North-West Biotech Initiative is delighted to welcome you to the 2024 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 October. 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 (final-year) 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:

- **Thursday 10th October at midnight:** Application deadline
- **Monday 14th October:** Notification to the Finalists
- **Wednesday 16th October:** Workshop 1 (Online), 5-7:30 pm
- **Thursday 17th October:** Workshop 2 (Online), 5-7:30 pm
- **Tuesday 22nd October:** Competition Day Final and Networking Event (Manchester Institute for 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 two online consultancy workshops delivered by experts who will provide an overview of consultancy and a 'walk-through' of how to analyse a case. A week 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: 16th, 17th and 22nd October 2024.

**Workshop 1 (Online) - Wednesday 16th October**

*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 17th October - 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 22nd October**  
**Manchester Institute of Biotechnology, Lecture Hall & Foyer**  
*Presentations and winner announced*

**PART 1: COMPETITION FINALISTS ONLY:**

**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)

**PART 2: NON-PARTICIPANTS WELCOME TO JOIN:**

**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 - Pizza & networking social**