

Info Deck

"CaseKey"
Business Case Competition
2021

Intro to the presentation



This is an interactive presentation.

This is an interactive presentation. Any time when you see a button you can push it, and it will take you to the web-page or to the specific part of the presentation with additional information and details.



About the project

CaseKey Business Case Competition 2021 is an entrepreneurial contest for bright and creative students and young working professionals regardless of expertise or background, with an aspiration of uplifting Armenian businesses on the local and global playgrounds. To compete, participants break into teams of 3-5 people. The teams then pass coaching and training sessions, read a business case and provide a solution for the problem or situation presented in the case. This solution is presented to judges in the form of verbal analysis and presentation. The team with the best solution wins the competition.

Learn More



The case method has been the most popular method of teaching strategy and policy in business schools for many years

Project Objectives



Case competitions aim to shape the students as the next generation of practitioners



Engage Armenian businesses and young talents in an active platform that **fosters the exchange of resources, ideas, and expertise.**



Enable and empower young talents to challenge themselves and sharpen their business acumen while contributing their parts to the economic development of Armenia



Provide businesses with **creative solutions** from high-caliber students and working professionals. Create a **social impact** and **Enhance Armenian business competitiveness** in local and international markets, through leveraging a diverse pool of talents

Target Audience



300+ participants

Bright students and young working professionals regardless of expertise or backgrounds, with an aspiration of uplifting Armenian businesses on the local and global playground

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20+ coaches

Esteemed Professors from leading universities, Top management and expert consultants from leading corporations, Business leaders from case partners and Advisors of prime economics movements in Armenia

Learn More

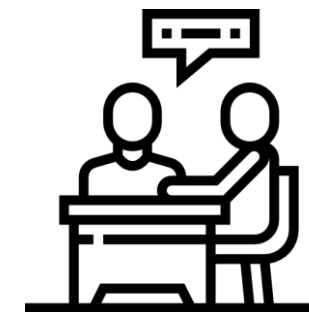


10+ corporates

Businesses with strong ambition in expanding their global profiles and markets, and with openness to creative ideas/solutions from the youth.



For partnership & sponsorship



5+ consulting companies

Top consulting companies looking to get access to high-caliber young talents and with an ambition to coach teams and demonstrate their expertise to the leading businesses

About the event

Business Case Competition is an annual event that brings together interdisciplinary teams of students and professionals from multiple universities, academic programs, and consulting companies to solve the most challenging problems of industry or companies today.

For Students

- ✓ Presenting to Senior Management of leading companies
- ✓ Coaching/mentorship from consulting professionals Workshops on case solving and presentation skills
- ✓ Employment opportunities from partner companies
- ✓ Networking with companies' management, judges and other high-caliber participants
- ✓ Interaction with like-minded young talent
- ✓ And above that, friendship, intellectual challenges, and a chance to impact the direction of the goods and greats of Armenia

For Corporates

- ✓ Opportunity to find crazy ideas and execution teams for company's challenges
- ✓ Case studies tailor-made to the companies
- ✓ Access to high-caliber young talents
- ✓ Networking with international experts and potential partners
- ✓ Brand awareness: Let the world know about your products
- ✓ Heightened visibility in the media
- ✓ Corporate social responsibility: Developing the young generation of Armenia



Program flow

The Competition consists of:

- Application
- Team Formation
- Coaching
- Championship Rounds

Learn More



Application

May-June 2021

- 500+ applications
- 10+ universities
- 50+ business coaches



Team Formation

July 2021

10 teams (made of 10 students & at least 1 coach) will be formed



Coaching

July – September 2021

Each coach will individually work with his/her team at least 25 hours per month



Championship

November 2021

7 top teams will be invited to the competition to pitch in front of professional judges. The best team will be the winner. The event will end with Gala dinner



Case Announcement

October 2021

The case will be provided to the teams and they will have 72 hours to crack it and submit the solution

Next Year

The case from 2021 will be used as a preparatory case for the next years

Guidebook



Benefits for Sponsors and Partners

Access to young talents, business consultation and CSR



- ✓ **Case study** tailor-made to the title sponsor
- ✓ Creating **CV databases** and getting Hiring Opportunity
- ✓ **Impressive list** of the names and their contact will be released to sponsors with the consent of the attendees
- ✓ **Corporate social responsibility:** Developing the young generation of Armenia

Speaking and Networking



- ✓ **Keynotes** – will have more than 20 minutes on stage at major event.
- ✓ **Panels** – are at least 45 minutes in duration and will include no more than 5 panelists and a moderator during the major event.
- ✓ Event will host **Gala Cocktail Reception** in the event evening in beautiful, iconic venue in Yerevan. Business leaders, government advisors from around the Armenia will be present at the event

Offline and Online Promotion



- ✓ Sponsor will be able to set up **promotional materials** at the event and evening reception.
- ✓ Cocktail event will attract **100s of prominent guests** who are ready to network and chat
- ✓ NIA consistently **posts updates on social media** and receives thousands of views during 8 months of the program
- ✓ The Master of Ceremonies **will mention the sponsors**, describe their services and encourage the audience to connect with the sponsor.

Organizers



6+ years of experience in organizing business events and startup accelerators



15+ years of experience in management advisory and business consultancy



10+ years of experience in Marketing and Branding



Nation 2.0

Nation in Action platform was developed in 2018 with a mission to create a competitive Armenia and support in generating knowledgeable, skilled, and motivated young professionals.



**AURORA
BARÉALISSE**

Aurora Barealisse is a Boutique marketing & branding agency. We amplify our clients' brands, businesses and reputation by fusing strategic thinking and creative solutions with efficient doing.



EV Consulting

EV Consulting is a management advisory firm that serves companies and industries aspiring to move to the next level of competitiveness and innovativeness. EV Consulting partners with senior executives and business leaders.

It's not how much
we give but
how much love
we put into giving

Arshak Karapetyan

Tel: +374 99 319806

Email: arshak@nationinaction.com

Web: www.nationinaction.com