

Case Competition Format and Rules



- **31 Aug** | Cases due for Preliminary Round

Instructions for uploading completed cases to be announced soon

- **13 Sep** | Finalists announced
- **20 Sep** | Final round and prize PPT

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Submitted case should:

- **A title that clearly states the solution and a summary section that captures the key contents of the case**
- **Include all team members' names and email addresses; include name of the team, if any**
- **Acknowledge everyone who is not a team member but has contributed to the case**
- **Properly cite literature/publications used in the case**
- **<5,000 words (not counting words used in captions to Figures and Graphs; Use of Infographics encouraged)**
- **PDF format; indicate word count at the end.**
- ***No requirements on everything else.***

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Overall judging criteria:

- **Ingenuity, practicality, enforceability**
- **Prefer: cases that include no more than 2 solutions but with each rigorously argued and well supported by research, facts and statistics.**
- ***DO NOT prefer: cases that have many solutions but sparse on detail and depth on each solution.***

Case Competition Prizes

Top-3 Cash Prizes



 Alibaba Cloud



The Taikoo Lane Prize | \$50 Dining Voucher

The Chengdu Bowl Prize | \$25 Dining Voucher

The Ban Deng Noodle Prize | \$15 Dining Voucher

AND: Submit your case for prelim round judging ->> all team members get Mala Bowl and Nine Fresh F&B discount vouchers.