



Team Composition

- Each college/university will be represented by a team of 4 students.
- Each student member must be currently registered in a full-time graduate program.
- In the event a team member is unable to participate in the event, the team may continue to compete with the remaining team members.

General

- All teams must arrive and check-in for the competition on Thursday, March 26th.
- At the Welcome Reception on Thursday evening (March 26th):
 - Each team will be assigned a team number which will be used throughout the duration of the competition and for any submitted materials.
 - Each team will also be assigned to one of four presentation groups for the first round of competition.
 - At the end of the reception, the first-round briefing will be released to all competitors. Briefings are prepared by N. Venkat Venkatraman, David J. McGrath, Jr. Professor in Management, Information Systems and Strategy at the Boston University School of Management, and executives from Merck.
- All teams will be required to email their final first round Digital Business presentations to grandbiz@bu.edu by 12:00 Noon on Friday, March 27st.
- Teams will work at spaces provided in the Boston University School of Management building and/or at the hotel.
- Dress is **business professional** attire for all presenters in all rounds of competition.
- **All teams** are required to attend the Final Presentations and Awards Reception on Saturday evening.

Judges

- The panel of judges will be comprised of Merck and other industry executives. All judges are familiar with the issues being analyzed so teams need not repeat the facts of the case during the presentation. Teams should define and analyze the problem, and present and justify recommendations.

Deliverables

- All team presentations must be submitted in digital format.
- Instructions for submission will be provided.

Team Presentation Logistics – First Round

- Teams will begin working on their first round presentations after the Welcome Reception on Thursday night, March 26th.
- On Friday, each of the 16 teams will present in their assigned groups between 1:00-5:00PM.
- Each team will be escorted to their assigned presentation room; 5 minutes before the scheduled presentation time. There is only one team at a time in each presentation room.
- Teams will have twenty minutes to deliver their presentations. A timekeeper will inform teams about elapsed time and terminate the presentation at the end of the twenty-minute presentation time period.
- Fifteen minutes will be allocated to questions and answers after the team presentation is finished.
- Questions from the judges may be directed at specific individuals or to the team as a whole.
- We suggest that every team member participate during the presentation and discussions.
- The winner of each group will be announced at a dinner reception on Friday, March 27th.
- The four winning teams will compete in the *Grand Business Challenge* final round on Saturday, March 28th.

Second Day Challenge

- The 12 non-finalist teams will compete in our Second Day Challenge on Saturday, March 28th.

Team Presentation Logistics—Final Round

- All teams must be at the school in the morning and can use their assigned room to practice their presentations; At 2:15 PM all four finalist teams will meet in the SMG auditorium , Level G for a 30 minute instruction on the use of the mics, and stage presence in front of the screen

- All teams are encourage to view the final four presentations. After each finalist time has presented, they can remain in the auditorium for the remaining presentations.
- Winners will be announced at the Awards Reception on Saturday evening, March 28th.

Resources for Participating Teams

- Team members should not receive or solicit assistance from anyone outside of the team
- Team members should not interact with the judges during the competition. All school affiliations will remain *anonymous* until the competition has concluded.