



2013 BCG STRATEGY CUP

March 3 to March 24, National Taiwan University

CONCEPT

Are you a student from College of Management at National Taiwan University, and would like to...

- Challenge your mind on a real strategic business question?
- Experience the life of a strategy consultant?
- Build up relations with BCG, the world's leading advisor on strategy?

If so, join the 2013 BCG Strategy Cup at NTU!

The *BCG Strategy Cup* is a team-based case competition in which you and your team will be challenged and coached to solve a business case and convince our consultants of your recommendation.

This is a joint event organized by BCG Taipei office and College of Management at National Taiwan University. This competition aims to give you the most unique and realistic experience to a consulting project. The best teams will be offered analytical and presentation skills training and will present their recommendation in front of our senior representatives.

This is a great opportunity to build up relations with BCG consultants, who will be pleased to share their experiences with you. You can get in touch with our recruiting team as well, so if you are considering a career in consulting, this is your place to be!

When and where?

- **Orientation:** 9:00am-1:00pm, Sunday, March 3rd, NTU
- **First Round:** 8:00am-6:30pm, Sunday, March 17th, NTU
- **Final Round:** 8:00am-6:30pm, Sunday, March 24th, NTU

How to apply?

Complete the registration form and return with a team cover letter as well as each team members' CVs to TaiwanStrategyCup@bcg.com by 5pm on February 15th, 2013.



FREQUENTLY ASKED QUESTIONS

Q: *What is the BCG Strategy Cup?*

A: The *BCG Strategy Cup* is a team-based case competition in which you and your team will be challenged and coached to solve a business case and convince our consultants of your recommendation. 12 semi-finalist teams selected based on their cover letters and CVs will attend the orientation on March 3rd. During the First Round on March 17th, the teams will be given the case assignment in the morning and have approximately 8 hours to research, analyze and prepare before presenting their recommendation; after which 6 finalist teams will be shortlisted and compete on a different case in the Final Round on March 24th. During both rounds, there will be individual coaching sessions given by BCG consultants. Specific details for writing the recommendation will be communicated during the orientation.

Registration

Q: *Who are eligible to participate?*

A: As a joint effort with the College of Management in National Taiwan University, this year's event is open to:

- Master's degree students from College of Management at National Taiwan University
- 3rd-year or above undergraduate students from College of Management at National Taiwan University, including students with minor or double major degrees

We expect participants for this event to have no full-time work experience. Therefore, both EMBA and GMBA students are not eligible to participate in this event.

Q: *How do I compose my team?*

A: Teams that want to participate must have a minimum of 2 and a maximum of 4 team members. Each student can only register in one team. You do not need to be enrolled in the same program, major or year.

Q: *My friend registered me but I do not receive any emails. How come?*

A: Only the Team Captain receives a registration confirmation email.

Q: *What are you looking for in our cover letter and CVs?*

A: Each team should submit one cover letter for the team and individual team members' CVs. We expect to see your strengths, both as an individual and as a team. You should demonstrate curiosity, creativity and a passion for business problem solving.

Q: *Is there a format for our cover letter and CVs?*

A: The cover letter and CV must be in English and in PDF format. They should resemble what you would use for a job interview.

Q: *If someone in the team requests to drop out, what should we do?*

A: You can find a replacement *before* the orientation and submit the new member's CV for approval. If you cannot find a replacement and your team has at least 2 members, you can still enter the competition.

Q: *What is the purpose of the orientation on March 3?*

A: We will go through the rules of the Strategy Cup as well as the agenda for First Round and Final Round. You will also receive trainings on how to solve a case from BCG consultants.

Q: *When will I know if my team is selected for the First Round?*

A: All teams that are invited to the First Round competition will be contacted by *February 22*.

Q: *If my team is not selected, can we still attend the Orientation on March 3?*

A: No, this is a closed event by invitation only. Agenda and event details will only be announced to shortlisted teams on February 22.

Competition

Q: *What is the presentation format?*

A: The presentation has no format restriction or word limitation. All team members are required to participate in the presentation. Each team will have no more than 15 minutes to present their recommendation, followed by a 10-minute Q&A session by the judges.

Q: *What is the language used in the presentation?*

A: All materials for orientation, workshop and case assignments will be in English. You should prepare your presentation materials in English, but you can choose to verbally present in English or in Chinese.

Q: *Is there a dress code for the event?*

A: The dress code for all rounds of presentations should be business attire.

Winners

Q: *How will the winning team be selected?*

A: A panel of judges composed of BCG Partners, Principals, Project Leaders and representatives from NTU will determine the winning team based on the recommendation submitted and presentations given. The selection criteria includes quantitative and numeric skills, strategy insights, business judgment, enthusiasm, presentations skills and more.

Q: *How many winning team will be selected from Final Round presentation?*

A: The panel of judges will select the Champion Team, 1st Runner Up and the Best Presenter from the event. All finalists will receive certificates and be invited to an exclusive BCG networking event.

For enquiries, please send an email to TaiwanStrategyCup@bcg.com.