



# **2024 UBC Imprint Conference and Case Competition**

General Mills

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**Rules and Procedures**

### Competition Eligibility

1. The UBC Imprint General Mills Business Case Competition is open to all undergraduate students.
  - a. Students must be enrolled in a full-time course load or on a co-op work term (or similar internship or work experience)
  - b. There is no requirement for faculty or program.
  - c. The case competition will be segregated based on the experience of the team and their organization preferences.
2. No prior experience or knowledge is required for the completion of the Competition.
3. Teams must have a minimum of three and a maximum of four members. Individual (single-member) submissions will not be considered.
4. Students who are currently working for General Mills, any of its subsidiaries or partners, or have worked within the last twelve months are not eligible for the Competition.

### Competition Procedures

1. There will be two rounds of the Competition: the Preliminary Round and the Final Round. Details of both can be found below.
2. Judge biographies will be distributed only during the Final Round.
3. This case is an open case. Use of any external resources, additional research, or third-party consultation is permitted. Be sure to state assumptions and research sources accordingly. There is no time limit for case analysis.
4. Contact with General Mills employees is strictly prohibited. Please respect the privacy of General Mills employees and do not inquire about the case, possible business activities, or case solutions. Competitors discovered doing so will be disqualified.
5. Winners of the Case Competitions will be announced at the UBC Imprint Conference on February 3, 2023. Attendance at the conference is required to be deemed the winner.
6. Questions about the Competition and questions about the case (errors and ambiguities only) can be sent to [ubcimprint@gmail.com](mailto:ubcimprint@gmail.com). You are **NOT** permitted to share this case with any individual other than your team members.

### Preliminary Round Submission

1. Teams are to submit a slide deck covering their analysis of the issues, possible alternatives, and recommendations (with speaker notes offering deeper explanations). The submission should be a **maximum of 10 slides** (any appendices, references, or exhibits are to a **maximum of 5 additional slides**). Any slides provided over this limit will not be reviewed. Submissions are either in a PDF or PPT format
2. On the title page, please include the names (first and last) of all team members, student numbers, and team name. Title pages will not count towards the overall page count.
3. File name should be named as GM\_TEAMNAME
4. Case submissions must be submitted no later than **January 24, 2023 by 11:59 P.M. PST** to [ubcimprint@gmail.com](mailto:ubcimprint@gmail.com). Late submissions will not be accepted under any circumstances.

### Final Round Submission

1. 5 teams will proceed forward to the final round to present to the case sponsor, PepsiCo Canada. All competitors will be informed of their status by January 28 at 11:59 P.M. PST.
  - a. Teams will be asked to sign up for a presentation time no later than 7 P.M. of the next day.
2. Teams are to prepare a PowerPoint presentation of unlimited slides and appendixes based on their analysis and recommendation. Alterations and enhancements to the preliminary recommendation are allowed.
3. Teams will be given **20 minutes** for the presentation of uninterrupted time, followed by a 5-minute question and answer period. Time warnings will be given at 10 minutes, 5 minutes, 2 minutes, 1 minute, 30 seconds, and a silent 10 second countdown.
4. Final copies of the presentation are due to **ubcimprint@gmail.com** by February 2nd at 11:59 P.M. PST. File name should be named as GM\_TEAMNAME. The presentation should be PC-compatible. Technical issues will not be corrected due to the course of the competition. Please ensure they are in either PDF or PPT format.
5. A presentation clicker will be provided.
6. Presentations will take place on February 3rd at the Pinnacle Hotel Harbourfront, Vancouver, BC. Business formal dress code is in effect. All team members must be in attendance. You **MUST** buy a conference ticket and stay for the duration of the conference if you are presenting on this day
7. Teams will be permitted to enter the conference following the conclusion of their presentation.