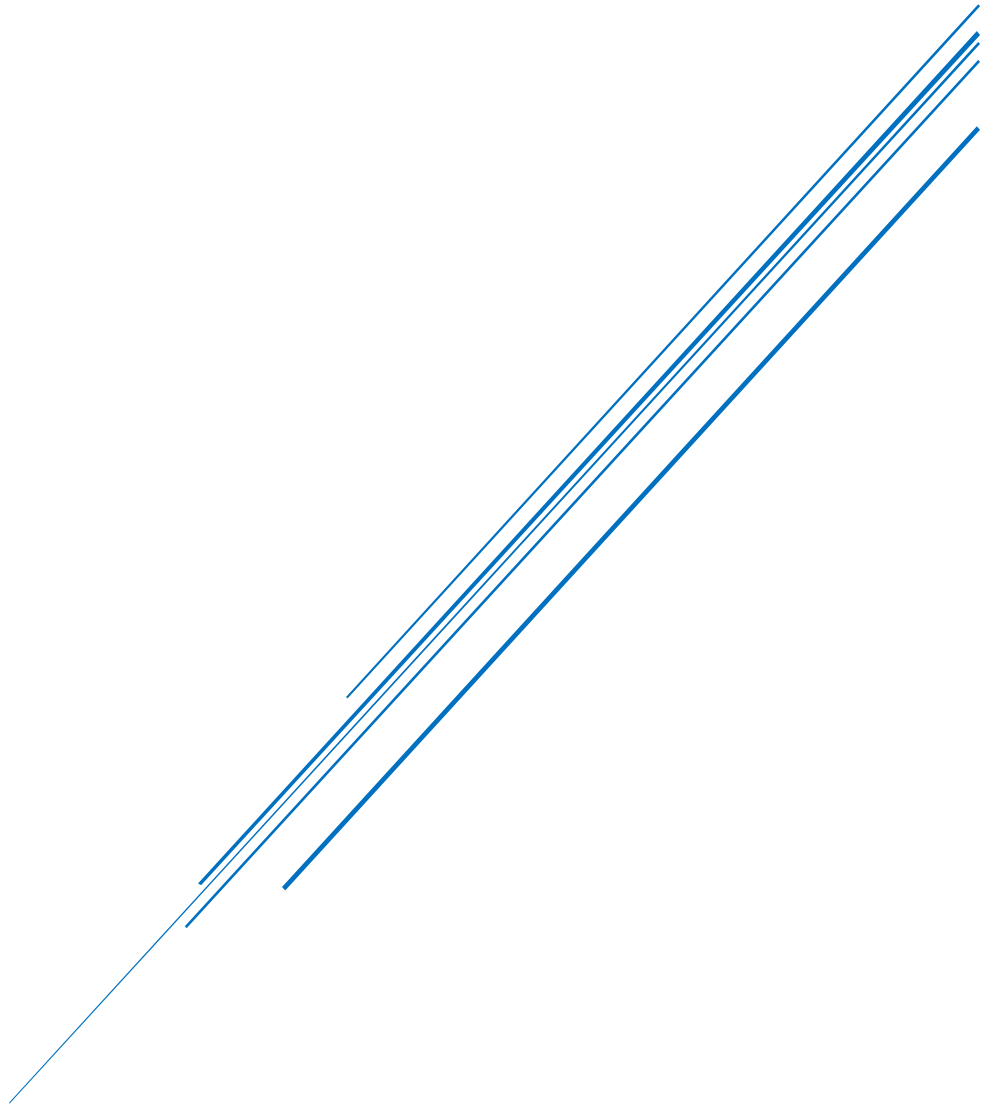


2025 ISM-HK STUDENT CASE COMEPTITION

Requirement and Guideline for Proposal



Requirement and Guideline for Proposal

Submission Guidelines

Format

- Prepare your submission as a slide presentation in English limiting to a maximum of 30 slides (including front page and section dividers; excluding appendices however no more than 10 appendix slides; optional to include notes to explain your thinking behind some of the content on your slides)
- A clear and visually appealing design, ensuring that the text is legible, and the visuals support your key points effectively
- Use fonts consistently and a minimum font size of 18 points for main copy and bullets
- A citation should be used for content from other sources as well as a reference to your source at the bottom of the slide

Content

- Include an executive summary that provides a concise overview of your proposal
- Clearly state your team's approach and recommendation pinpointing the case questions
- Provide a comprehensive analysis of the case scenario, identifying key risks and challenges
- Explain the rationale behind your strategy and support your recommendations with relevant data, industry best practices, and references to credible sources

Submission

- Ensure that your submission is in PDF format
- Name the file using the following format: **[TeamName]_FirstRound**
- Name the email subject as **'2025 ISM-HK Student Case Competition – Proposal Submission [TeamName]'**
- Submit your proposal via email at **general@ism-hk.org** by **16 Mar 2025 6pm HKT**; late submission would not be considered

Confidentiality

- Please treat the case and competition details as confidential. Do not discuss the case or share your solution outside of your team or with individuals not participating in the competition.
- **Please sign the consent form along with your proposal submission.**

Judging Criteria

- Content
 - Approach to problems (20%)
 - Practicality of solutions (25%)
 - Logic and clarity (25%)
 - Innovation (15%)

- Structure (5%)
- Presentation delivery and style (10%)

Final Presentation and Prize Ceremony

Shortlisted teams will be invited to the Semi-Final Presentation scheduled on 22 Mar at The Hong Kong Polytechnic University to present their proposals in person to the judges. Finalist teams will be invited to the Final Presentation and Prize Ceremony to address further questions raised during the Semi-Final and other ad-hoc questions from the panel judge.

The Final Presentation and Prize Ceremony will be held on 29 March at The Hong Kong Polytechnic University. We expect all local students to attend the presentation in person. International students will deliver their presentation via online conference where a separate dial in link will be shared. The invitation email will be sent out to contestants after the announcement of the shortlisted teams. ALL contestants are expected to join the Final Presentation and Prize Ceremony as audience and enjoy the opportunities to network with our seasoned industry practitioners and panel judge.

The absence of any member may result in disqualification of the team unless due to medical or other approved reasons.

- In case of absence due to non-medical reasons, the team must inform the event organizer of the member's absence at least 72 hours before the final presentation. If any member of the team is absent without prior notice, the team may be disqualified from the competition.
- In case of absence due to medical reasons, the team must present a doctor's certificate proving the illness of the absent team member to the event organizer via email as soon as possible. If the team fails to do so, the team may be disqualified from the competition.
- Changing of team member is prohibited in all circumstances. In the case of absence of any member to due medical or other approved reasons, the remaining team members carry on with the final presentation.

ISM has the right to use and distribute all the submitted proposals for internal and external marketing purposes. By submitting the proposal, participants should be aware that photos will be taken during the Final Presentation and Prize Ceremony, with photos used for marketing purposes.

Key Dates

Events	Date
Case Material Release	7 Mar 2025 (Fri)
Proposal Submission Deadline	16 Mar 2025 (Fri)
Semi Final Presentation	22 Mar 2025 (Sat)
Final Presentation & Ceremony	29 Mar 2025 (Sat)