

JOHN MOLSON
MBA CASE
COMPETITION
COMMITTEE

Celebrating a successful year 2021-22



The MBA CCC Annual Case Competition 2022 commenced with the introductory speech from PMP Associate Director Philippe Frizon.

**JMSB MBACCC Annual Winter
Case Competition 2022**

The first in-person Case Competition of the year!

Every year the MBACCC organizes an Internal Case Competition for the MBA program. The competition provides students with the opportunity to implement their in-class learnings to solve real-world business problems which are usually provided by the sponsors of the competition. The competition also presents networking opportunities for the students and the sponsors. This year the competition was held on March 12th, 2022.

*This year's competition was sponsored by **PMP Strategy**, a strategy, development, and transformation consulting firm with 5 offices in Europe, North America, and Africa. (<https://pmpstrategy.com/>). The daylong event took place in the JMSB MB building and concluded with a networking cocktail at the Sir Winston Churchill Pub. This weeklong event began with the 8 participating teams receiving a case mandate from PMP Strategy:*

How to leverage omnichannel strategies to help Wawanesa Insurance successfully re-en-ter the Quebec market?

The event consisted of a preliminary round and final round with 2 teams advancing to the finals (there were also honourable mentions for second place teams in each division.) The winners were announced at the cocktail event and all the participants, the MBACCC members, judges, and sponsors had a great networking session afterwards.



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JOHN MOLSON MBA CASE COMPETITION COMMITTEE



The MBA CCC Annual Case Competition 2022 networking cocktail



Runner Up Team 1 presentation in progress(L to R): Alexandra Wells, Laura Fraticelli, Hiral Parekh, Babita Bhandari



MBACCC Games in progress



MBACCC Faculty head Prof. Tim Field and President Beth Clarke concluding the event

The participants showed stellar performances in the case competition and were enthusiastic about various games being played at the event. The MBACCC made sure that the case competition participants had their share of fun by organizing fun filled **MBACCC Game** session. The games consisted of: “The Photo Scavenger Hunt”, wherein teams had to take fun photos around campus (Team 4 won this round with some hilarious photo shoots). The second round consisted of several games such as identify the song and the singer based on the tune played and identify a picture displayed on screen through cues. 10 participants received \$10 Starbucks cards as prizes.

Winning Teams- After the gruelling journey the team who garnered the highest points was Team 5 and it consisted of Harsh Jaiswal, Himanshu Srivastava, Mehul Bawa, and Ojasvie Arora. They gave a strategy suggestion to leverage the existing brokers’ system. They won a team prize of \$1000. Team 4 bagged the 2nd position. The team consisted of Lorenzo Dsouza, Malvika Iyer, Michael Wood, and Ting Gong. The team adopted the following approach towards case solving: The team split the approach in two where they maintained the current broker network to avoid any ripple in the status quo that can potentially change loyalties. They won a team money of \$500. Two teams were given the **Runner Up** prize. Runner up team one consisted of Alexandra Wells, Babita Bhandari, Hiral Parekh, and Laura Fraticelli. Runner up team two consisted of Jesse Periodica, Priyam Choudhary, Shanil Panchamia, and Shaurya Talwar. Each of them won a cash prize of \$250.

The MBACCC Annual Internal Case competition 2022 received very encouraging feedback both from the participants and the client PMP. Hosting the first in-person case competition of the year post-pandemic was a challenge but with team effort and guidance of Prof. Tim Field, team MBA CCC was proud of the results.



The MBA CCC Annual Case Competition winning team(L to R)- Himanshu Srivastava, Mehul Bawa, Harsh Jaiswal, and Ojasvie Arora



Winning Team 2 presentation in progress(L to R): Malvika Iyer, Lorenzo Dsouza, Ting Gong, and Michael Wood.



MBACCC Team(L to R):Aravindhan Balasubramanian, Beth Clarke, Bharti Krishna, Sraddha Manda, Anastasia Baikovskaya, Aswin Thiru Puram

JOHN MOLSON MBA CASE COMPETITION COMMITTEE

The Winning Streak

MBACCC is proud to present to you the winning teams in various external case competitions. The MBACCC, under the guidance of Prof. Tim Field, worked tirelessly the entire academic year to inspire, include, and provide coaching for students in the case competitions, and henceforth the results.

HEC 2022 (<https://heccsrchallenge.com/>)

JMSB wins first place at the HECCSR Challenge which was held on March 19th, 2022. Focused on Corporate Social Responsibility, the competition consisted of 3 rounds where the first round was research-based and the other 2 rounds were three hours each.

The JMSB team, 'Ecosmith Consulting,' was consisted of Aravindh Balasubramanian, Aditya Chaubey, Suresh Naidu, and Rahul Ramachandran. They placed first in the competition! The team was part of the MBA659 Strategies in Action class and coaching was provided by esteemed coaches Jonathan Faerman, Damian Wolff and Prof. Tim Field.

The cases touched on diverse industries (supply-chain, farming, electric technology) and involved managing stakeholder issues in the wake of COVID-19. The team took a stakeholder approach that went beyond profitability to address the pain points that directly impact all the stakeholders in an organization's value chain. The team trained for 7 months and focused on learning to address CSR issues faced by various organizations.



**JMSB HEC CSR Challenge 2022
Team(L to R):Aditya Chaubey, Rahul Ramachandran, Suresh Naidu, Aravindh Balasubramanian**

Rotman 2022 (<https://a4sicc.com/>)

JMSB bagged first place at the A4S International Case Competition hosted by Rotman University on March 26th, 2022! A 3 month long event consisting of 3 competitive rounds, teams were mandated with coming up with innovative business strategies to achieve net zero.

The JMSB team, 'Concordia Consulting Group' consisted of Laura Fraticelli, Lorenzo Dsouza, Raul Braganza, and Shun Guo. The team was placed first in the competition. The MBACCC supported the team by providing coaching through esteemed coaches Marc LeGuen and Genevieve Redstone, with additional support provided by Prof. Tim Field.



JMSB Rotman A4S ICC 2022 TEAM(L to R):Raul Braganza, Shun Guo, Laura Fraticelli, and Lorenzo Dsouza

The initial submission consisted of a video and executive summary, with the top 12 teams moving on to compete in the future rounds. JMSB's Concordia Consulting Group presented a solution that focused on tackling methane emissions in cattle by developing a supplement using a proprietary blend of seaweed and probiotics. When added to cattle feed, this supplement would potentially reduce methane emissions up to 60%.

Schulich 2022 (<https://www.globalcasecompetition.com/>)

JMSB takes second place at the Schulich Global Case competition (March 26th- 27th). The JMSB team, Cutting Edge Consultants, consisted of Didier Chan, Jesse Periodica, Shanil Panchamia, and Shaurya Talwar. The MBACCC supported the team by providing coaching through esteemed coaches Matthew Beck and Prof. Tim Field.

The competition format was a 24-hour long research case based on Zenek Ltd., a Canadian nanotechnology and graphene-induced product company in the healthcare industry. The team provided a cohesive and well-rounded recommendation that focused on product synergies that balanced the short-term revenue along with long-term growth.



Schulich Global Case Competition

CONGRATULATIONS

Cutting Edge Consultants



Didier
Chan



Jesse
Periodica



Shanil
Panchamia



Shaurya
Talwar

Leaderboard

Case competitions of the season & the results

HEC CSR Challenge 2022

Won 1st Place

Team members

Aditya Chaubey
Aravindhnan Balasubramanian Sudha
Rahul Ramachandran
Suresh Naidu

Rotman A4S International Case Competition 2022

Won 1st Place

Team members

Laura Fraticelli
Lorenzo Dsouza
Raul Braganza
Shun Guo

Schulich Global Case Competition 2022

Won 2nd Place

Didier Chan
Jesse Periodica
Shanil Panchamia
Shaurya Talwar

SFU Net Impact Case Competition 2022

Won 3rd Place

Lisa Malachowski
Mehul Bawa
Pratik Gardare
Xavier Alvarez

IBECC Case Competition 2022

Won 1st place

Team members

Alex Wells
Beth Clarke
Dylan Pearson
Marco Scanlan



JMSB IBECC Team (L to R): Beth Clarke, Dylan Pearson, Marco Scanlan, Alex Wells

IBECC 2022 (<https://ibecc.net/ibecc-2022/>)

Team JMSB was placed first in two out of the three events at IBECC. The competition consisted of three separate events, with each being scored independently. The team won the 10 minute and 90 second rounds.

The team consisted of Beth Clarke, Alex Wells, Marco Scanlan, and Dylan Pearson. The competition focused on ethics, this event has participants develop and research their own mandate. Working for the past 3 months, the team brought forward the issue of exploring the ethical boundaries and negative effects of increasing employee production through modern monitoring tools. The target audience was Board of Directors of the three largest American public companies by number of employees (Walmart, Amazon, FedEx). The team had a pragmatic solution that focused on building trust with the goal of restoring employee dignity.

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SFU 2022 (<https://beedie.sfu.ca/netimpact/casecompetition/>)

Team JMSB takes 3rd place at the 2022 SFU Net Impact Sustainability Challenge which was on April 8th, 2022. The case competition consisted of two rounds, with the mandate presented by Vancity, a Canadian national credit union committed to developing innovative products and partnering with communities to address their members' needs. The mandate focused on how Vancity could innovate its products and services to improve the financial wellness and financial literacy of its community, within the greater framework of climate justice. The team's research centred on understanding financial wellness and climate action, and how the banking industry can be a force for positive change. They approached the mandate by isolating a target market, and then determining how they could best improve the financial wellness of that market. They centred on the segment of millennials and Gen Z in Vancouver, and on increasing budgeting and savings in order to promote financial wellbeing.

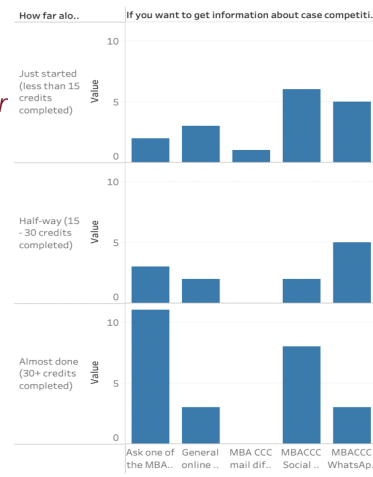


MBACCC Projects 2021-22 Finance & Analytics Project

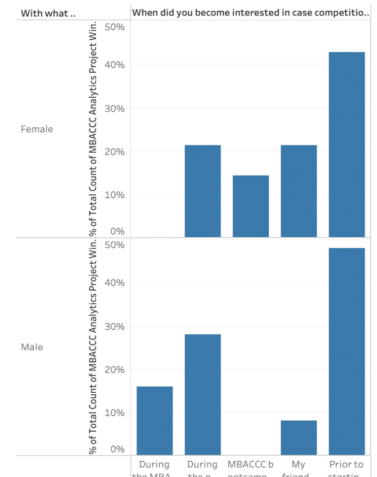
With a desire to understand the needs of MBA students, this year the MBACCC developed an analytics project related to identifying the communications channels that bring the most value for our students. This was also done to ensure that we are effectively reaching and communicating with the MBA cohort. To this end, we decided to focus internally, and our project focused on:

Getting a sense of the interest in case competitions among MBA students and understanding their awareness about the role of the MBACCC. Also, to determine whether our current communications and social media strategy is effective at providing students with all necessary information and sparking interest in case competitions. We conducted a survey and obtained interesting and useful findings such as most male students know that they want to participate in case competitions prior to starting the program. For women, this interest in developed during MBACCC bootcamps. Also, most students research the case competitions' program prior to choosing the school they want to attend so, it is important to keep the website updated.

How do you look for CC info by cohort



Time of interest in case comps by gender



Finance & Analytics Project Survey Results.

New students identified that they prefer Moodle and WhatsApp for communications. MBACCC has started implementing the findings into actionable results. We promised students that we will provide them a better resolution and quality newsletter and we kept that promise by updating our website and using whatsapp as the new medium to release the newsletters other than Moodle.

Marketing Project: John Molson MBACCC Website Updated

While our primary touch points remain our social media handles, the MBACCC website is the go-to repository for all information pertaining to the MBACCC. You can find the details of the history of MBACCC, the past organizers, our current coaches, and the winners of various case competitions at our hall of fame section. All of our newsletters can also be found on the website as well, giving you a glimpse into the highlights of case competition culture at the MBACCC. You will also find details of the Case Competition classes - MBA659: Strategies in Action as well as MANA690: Live Case Experience course. In the case competition section, you will find details of the case competitions we regularly compete in, along with the details of the teams from JMSB. Looking onwards, in the Events section, you will find the details of upcoming case competitions as well as boot camp details.

JMSB MBA Case Competition Committee

I never lose. I either win or learn - Nelson Mandela

ABOUT US THE TEAM EVENTS COMPETITIONS HALL OF FAME CONTACT US



MBACCC Website: Link-<https://jmsbmbacc.com/>

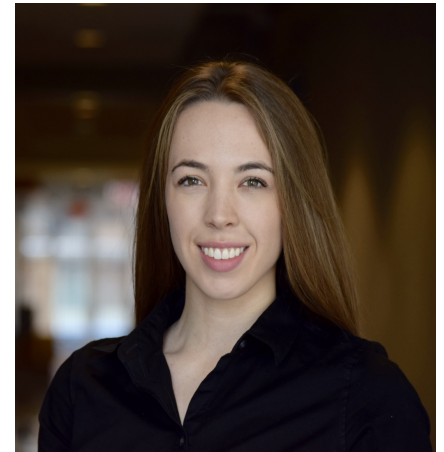
MBACCC Converse Coach Series

Continuing the MBACCC Converse initiative we bring for you the Coach Series! MBACCC Converse is a series of conversations with past MBACCC members, coaches, and case competition delegates to understand how case competitions and the culture built around them help augment one's personal growth, graduate school and professional experience.

This edition sees **Genevieve Redstone**, sharing a testimonial based on her experiences and learnings from professional world and the world of case cracking.

1. Can you tell us about your professional background?

I started my career as an athlete in Tae Kwon Do: I represented Quebec at multiple national events and I was part of the Canadian Team, which during this time, I placed 3rd at the Pan American Championship in Puerto Rico. So, as you can see, I enjoy challenges, which bodes well for the healthcare sector as we all know it has its fair share of obstacles. Starting as a translational clinical researcher at the Jewish General Hospital, I became familiar with the different key stakeholders of the medical field. I became interested on how my contribution 'fit' into the bigger picture of the patient experience and how the collaborations of ideas drive scientific research forward. My other experience in the healthcare district lends itself to furthering my pursuit to understand the medical field as a whole: my time supporting Milestone Pharmaceuticals' advancement of approving their cardiovascular drug as well as my work within the three major English hospitals in Montreal as a quality improvement coordinator in cancer care. Although I am not a doctor or a nurse, medical care has always been a passion of mine and I intend on continuing my contribution to



2. What made you want to get involved with case competitions and coaching students?

Is it too corny to say my Dad? Ever since I got accepted to do my MBA, he told me all about his case competitions (at JMSB no less!) and how he won the prize money way back when to pay for his graduation Gala tickets. So for me, it all started in my first semester at JMSB: I hadn't even begun my first MBA course and I was already part of the International Case Competition organizing team with eight other peers – I was responsible for recruiting over 200 judges to participate during the week-long event. To see the calibre of presentations and the interactions with C-suite executives who had real-life business feedback, I was hooked. Since then, I had the privilege to become a competitor and lead my team to the Rotman Case Competition as well as the one at HEC. In true poetic fashion, I ended my MBA degree by participating as VP Finance under Anju Suddul's leadership in the CCC in my final semester. Once you enter the world of case competition at JMSB, it's like a family and Tim Field has created an inclusive environment where support is always available. I got to play so many roles during my time at JMSB and I was honoured to be invited back as a co-coach with my esteemed mentor, Marc Le Guen, and get the chance to give back to the students like others had done for me (there is no substitute for this experience!) – and the truth is, I have also found that it keeps my strategic mind-set sharp as well. Having a new angle on an old problem is always refreshing. So, I see it as a win-win!

3. You have coached a number of students. What do you think are the most common mistakes students make while solving cases?

It's very tempting to concentrate on the technical details of the implementation solution right from the start and build your business case that way, and a lot of students do this without understanding the full picture. It's important to understand the "why" before the "how" or else you can miss important information and lack substance to your solution.

4. In your opinion, what does it take to win a case competition?

Team cohesion. Plain and simple. When a team is on the 'same page', it shows. You can have all the data in the world

to build a business case but the most important thing is to have a shared mind-set with a common goal to tease out all the noise to get to your solution. Cracking case are designed to be done by a team and not just one individual – so building that collaboration between peers is essential. Take the time to understand each other’s part and how it ‘fits’ altogether towards your recommendation.

5. What are the most prominent industry changes you see or predict post COVID? How should students aiming for consulting jobs can better equip themselves for the same?

I believe virtual services will play a major role in a post-COVID world. Whether it be in retail or healthcare, computer-generated platforms will have a great impact in the community. Although it limits human interactions from a social stand-point, it increases accessibility and equity for client and patient experiences. For example, with digital virtual healthcare, a patient who lives in a small town in Northern Quebec could complete a consult online with a specialist in Montreal without having to commute or be deterred by travel-related expenses (e.g. parking, overnight stay, food, etc.). These types of tools virtually increase the infrastructure to reach more people and it does so in a sustainable way. Moving forward, understanding the key values of virtual services would be advantageous for all students.

6. What is one life lesson you would like to share with the students?

It’s okay to say you don’t know, but then it’s important to then make a plan to get ‘to know’, you know? I’m a scientist at heart, so I am naturally inclined to admit that I don’t know anything on a subject matter until I can prove it. But not knowing something is not the same as not having an answer: as long as you can formulate and outline a plan to get your solution, you can demonstrate your reasoning. This is important in consulting as well: making educative estimates and conclusions is common practice and something to get comfortable with.

Newsletter III SWAG Results

Newsletter III
Question : Find a
word/expression written
in the newsletter that
means the same as the
expression, “seamless-
commerce”.
Answer : Omnichannel

Newsletter III Swag item Winners

Navaneet Jayamohan
Mehul Bawa

LET’S KEEP IN TOUCH



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