



CPABC Annual Business Case Competition 2021

Rules & Regulations

A. Registration – February 4, 2021

1.0 – Teams

Teams must consist of three to four team members. All team members must be enrolled in the same post-secondary institution.

Each team of four must have at least two members that are in their first or second year of studies in order to participate. If a team of three is participating, then at least one member must be in their first or second year of studies in order to participate.

Note: A student who has 60 post-secondary credits, or less, in any subject area by December 31, 2020 will qualify as a 'first/second' year student.

There is no limit on the number of teams from each post-secondary institution that are allowed to participate.

Any students enrolled in a post-degree diploma in accounting program will be considered 3rd/4th year and must have representation from students in their 1st/2nd year of a degree program on their team.

If your team is having issues finding first/second year students to join your team, we advise you to reach out to the Accounting Club at your school.

2.0 – Registration

Each team must register by **Thursday, February 4, 2021, 12:00pm (noon) PST**. Each team will be asked to provide a team name, contact details, and information about each team member. **Teams cannot make any reference to the post-secondary school they attend in their team name.**

B. First Round: Video Submission – February 7, 2021

1.0 – Case Study

The case study is selected by competition organizers, which are the CPABC Student Recruitment team members.

The case will be emailed to the main email address provided in the registration form on Friday, February 5, 2021, 12:00pm (noon) PST. Each participating team will receive a business case via email and have 48 hours to prepare their case analysis, recommendations and presentation in video format (no written paper will be accepted).

Teams are not required to submit any documents to CPABC. Teams will be judged solely on their video submission which will include analysis, recommendations, and oral presentation. If you wish to use PowerPoint in your video it is permitted but it is imperative that the slides are clearly visible in your recording; you cannot send the PowerPoint file separately. All presentations are to be recorded and uploaded to YouTube with a link provided to CPABC for judging.

2.0 – Oral Presentation (Video)

Each presentation is to be **no longer than 10 minutes**.

Teams will be judged on the following criteria:

- Presentation style & professionalism
- Knowledge of the case
- Strategic recommendations; and
- Creativity

3.0 – Video Submissions

Teams are responsible for recording and uploading their presentations to YouTube and emailing the link to CPABC by the deadline noted below. **Teams cannot make any reference to the post-secondary school they attend in their presentations or they will be disqualified.**

CPABC will view all submissions before they are sent to the judges. To submit your presentation, complete the following steps:

1. All video-presentations must be uploaded to YouTube by **Sunday, February 7, 2021, 11:59am PST.**
2. All teams must name the video 'CPABC Annual Business Case Competition 2021 Round One – *TEAM NAME*'. **All videos must be private so that only people with a link can watch it.** If you have questions about how to change YouTube settings, please refer to the instructions [here](#).

3. Each team must send a link to the presentation uploaded on YouTube, via email, with the subject line 'CPABC Annual Business Case Competition – *TEAM NAME*' to casecompetition@bccpa.ca by **Sunday, February 7, 2021, 11:59am PST.**

Late submissions will not be accepted.

C. Final Round: CPABC Annual Business Case Competition – March 20 & 21, 2021

1.0 - Format

The top 8 teams, as determined by the judges, will be selected to move on to the final round. All teams will be notified via email if they are moving on by March 7, 2021.

The final round is a 24-hour event which will be held via online video conferencing **on Saturday, March 20 & Sunday, March 21, 2021.** The teams will receive a business case on Saturday March 20, 2021, work on their recommendations and presentation for 24 hours and then present in front of the judges on Sunday March 21, 2021. The winner will be announced at the awards presentation later that evening.

Teams must consist of the same team members as in Round 1 and teams must consist of three to four team members, no replacements of team members are allowed.

Further details and schedules for the final round will be released at a later date.

2.0 – Prizes

The winning team of the CPABC Annual Business Case Competition 2021 will receive a cash prize of \$2,500. The second placed team will receive a cash prize of \$1500 and the third placed team will receive a cash prize of \$750. All other teams that are selected for the final round and present to the judges, but place outside of the top three, will receive a prize of \$200. The top three teams are decided by the panel of competition judges.