

CPABC Annual Business Case Competition 2024

Rules & Regulations

A. Registration – January 25, 2024

1.0 – Teams

Teams must consist of three to four team members. All team members must be undergraduate students enrolled at the same post-secondary institution in BC or Yukon, Canada.

Each team of four must have at least two members that are in their first or second year of study 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 study in order to participate.

Note: A 'first/second' year student is a student who has completed 60 post-secondary credits, or less, in any subject area by December 31, 2023. However, students from some institutions may accumulate more than 60 credits before the end of their second year due to program structure or requirements. In this case, please email casecompetition@bccpa.ca for confirmation.

Any students enrolled in a post-degree diploma in accounting program will be considered third/fourth year and must have representation from students in their first/second 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.

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

2.0 – Registration

Each team must register by **Thursday, January 25, 2024, 12:00pm NOON PST**. Each team will be asked to provide a team name, contact details, and information about each team member.

Please note that teams:

- Cannot make any reference to the post-secondary school they attend in their team name.
- Cannot use "CPA" or "Chartered Professional Accountant" in their team name.
- Cannot use "LLP" in their team name.

B. First Round: Video Submission – January 28, 2024

1.0 – Case Study

CPABC competition organizers will select the case study and email it to each registered team.

The case will be emailed to the main email address provided in the registration form on Friday, January 26, 2024, 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 and professionalism
- Knowledge of the case
- Strategic recommendations
- 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. **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, January 28, 2024, 11:59am PST**. Be sure to allow enough time for YouTube to upload and process your video.
2. All teams must name the video 'CPABC Annual Business Case Competition 2024 First Round – *TEAM NAME*'. **All videos must be set as “Unlisted” so that only people with a link can watch it.** If you have questions about how to change YouTube video privacy 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, January 28, 2024, 11:59am PST**.

Late submissions will not be accepted.

C. Final Round: In-Person Case Competition – March 16, 2024

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 mid-February.

The Final Round is a full-day event held at the University of British Columbia's Point Grey campus in Vancouver on **Saturday, March 16, 2024**. The teams will receive a business case in the morning, work on their recommendations and presentation for 3 hours and then present in front of the judges. The winner will be announced at the reception later that day.

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

Further details and schedules will be released at a later date.

2.0 – Prizes

The winning team of the CPABC Annual Business Case Competition will receive a cash prize of \$2,400. The second placed team will receive a cash prize of \$1,200 and the third placed team will receive a cash prize of \$600.

The cash prize for each team will be sent to the team captain who will be responsible for the division and distribution of the cash prize among the team members.

3.0 – Winning Team Obligations

By entering and participating in the CPABC Annual Business Case Competition, the winning team agrees to:

1. The following consent statements regarding the video recording of the Final Round presentation to be recorded March 16, 2024:
 - a. We permit CPABC to use all or a portion of the video recording and confirm that CPABC may use and promote the video across all CPABC communications and social media outlets, including but not limited to CPABC podcasts, social media, and other CPABC publications and promotional material, which may be stored and accessed inside and outside of Canada;
 - b. We confirm that CPABC may modify or edit the recording, provided the substance of the recording is not changed;
 - c. We consent to CPABC storing the video recording on CPABC's YouTube channel from March 16, 2024 for an indefinite amount of time;
 - d. We confirm that CPABC's publication of the video recording (including any accompanying graphics and photos) will not infringe on any rights;
 - e. We acknowledge that we have no ownership rights to the video recording.
2. Consent to and provide testimonials, including the team name, each team member's name and headshot that may be promoted across all CPABC communications and social media outlets.

4.0 – Travel & Accommodation

Out-of-town teams selected for the Final Round may apply for a subsidy to help cover travel and accommodation costs. For further information, please email casecompetition@bccpa.ca.