

CPABC Annual Business Case Competition 2026

Rules & Regulations

A. Registration – January 23, 2026

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 or second’ year student is a student who has completed 60 post-secondary credits, or less, in any subject area by December 31, 2025. 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.

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.

Designated accountants, whether Canadian or international, who are currently enrolled in a post-secondary program are not eligible to compete.

2.0 – Registration

Each team must register by **Friday, January 23, 2026, 1:00pm PST**. Each team will be asked to provide a team name, contact details, and information about each team member.

The team captain must be the primary contact and the person completing the registration. Faculty or school staff should not register on behalf of the team. Communications from CPABC, including the First Round case, will be sent to the primary email address provided in the team’s registration form. **It is the team captain’s responsibility to share all CPABC communications with their team members.**

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 company notations (e.g., LLP) in their team name.

B. Virtual Kickoff Event – Week of January 26, 2026

A virtual kickoff event will be held on January 27, 2026, 5:30pm PST. Various aspects of the competition, including deadlines and helpful tips, will be discussed during the event. Our [Case Partner and Exhibiting Partner](#) sponsors will also be invited to present.

Further details will be released in due course.

C. First Round: Video Submission – February 1, 2026

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 registered team's primary email address provided in the registration form on Friday, January 30, 2026, 1:00pm 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.

External research is allowed.

AI tools may be used only for editing and refining written content for the video submission. All ideas, analyses, and solutions must originate from the team, as this competition is intended to challenge creativity and critical thinking.

2.0 – Oral Presentation (video)

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

Each team member should present in the presentation.

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, February 1, 2026, 1:00pm 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 2026 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, February 1, 2026, 1:00pm PST**.

Late submissions will not be accepted.

D. First Round Outcome Notification – Mid-February 2026

The top eight teams, as determined by the judges, will be selected to move on to the Final Round. The Final Round is a full-day event held at the [Westin Wall Centre, Vancouver Airport](#) in Richmond on Saturday, March 21, 2026.

In addition to the top eight teams, another 42 teams will be invited to the evening reception at the Westin Wall Centre, Vancouver Airport for an opportunity to meet and network with our [reception sponsors](#), invited CPAs and other guests.

All teams will be notified via email if they are moving forward to the Final Round by mid-February 2026.

E. Final Round: In-Person Case Competition – March 21, 2026

1.0 – Format

The Final Round is a full-day event held at the [Westin Wall Centre, Vancouver Airport](#) in Richmond on **Saturday, March 21, 2026**.

The top eight teams will receive a business case in the morning, work on their recommendations and presentation for three hours, and then present in front of the judges. The winning team will be announced at the evening 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 changes are allowed.

External research is allowed.

AI tools may be used only for editing and refining written content for the presentation. All ideas, analyses, and solutions must originate from the team, as this competition is intended to challenge creativity and critical thinking.

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 21, 2026:
 - 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 21, 2026 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.