

PYPC: UPenn-Yale-Princeton-Columbia 2024 Consulting Case Competition

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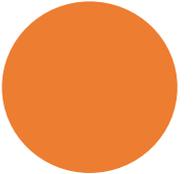
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Overview

- Introduction
- Eligibility
- Timeline & schedule
- Sample case prompt
- Next steps
- Networking - find a team!



Opportunity for you to practice working on a case in a consulting team, present to clients, and receive feedback from professional consultants from renowned firms

Open for students and postdocs from all schools, (max. 1 undergrad and 1 MBA per team)

\$4000 - 1st place, **\$2000** - 2nd place, **\$1000** - 3rd place.
+ **PrepLounge** to offer free 6-week **membership** to the first-place team and free membership for 1 week to 2nd/3rd place teams. *All teams get free 2-day membership prior to competition!*

Sponsors and Judges include Bain & Co. , L.E.K consulting, MyConsulting Offer, PrepLounge, and more to come

Date & Time:

Friday, March 22nd virtually via Zoom

Friday, April 5th at **Princeton University** IN PERSON!

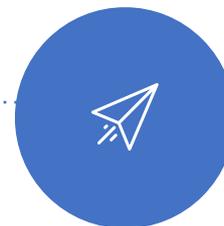


Explore

- Develop consulting skills
- Sample consulting work

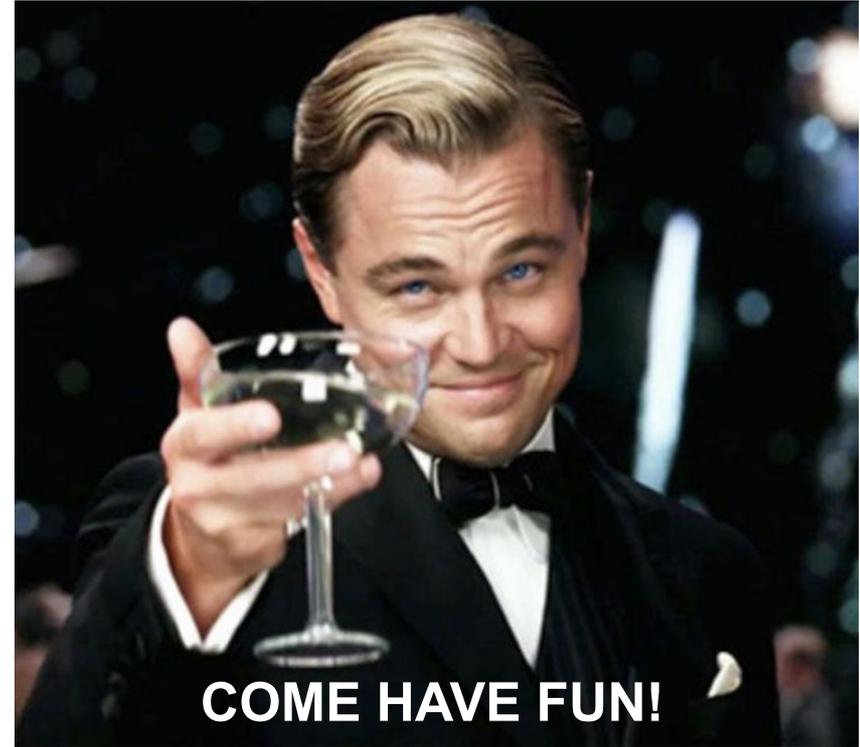
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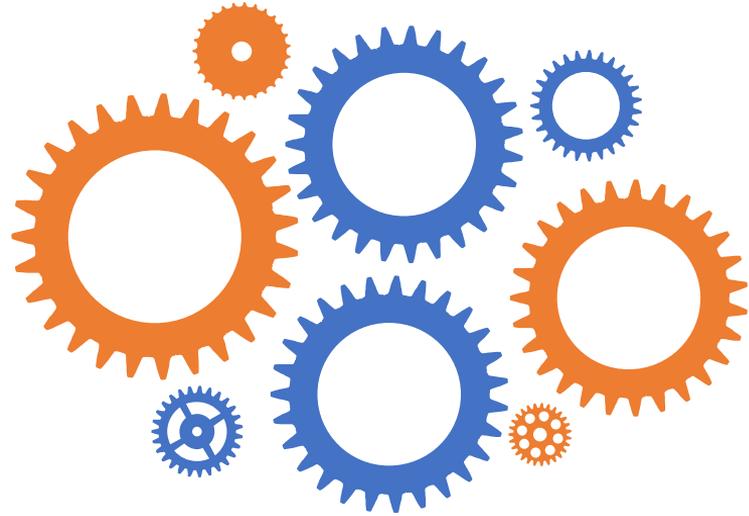
- Network with professional consultants
- Network with firm recruiters
- Network with students from top schools
- Learn casing skills and tips from consulting offerees and case prep coaches

Earn

- Recognition
- Build resume
- Cash prizes
- Connection
- Fun!

- All graduate and professional students, undergraduates, and postdocs.
 - i.e. PhD, JD, MD, Master's
 - **One undergrad and one MBA maximum per team**
- No business background necessary!
 - Complete novices are welcome.
- Recent graduates are eligible.
- Stay for post-session networking to find teammates or use the Google Sheet!





Teams of 4 to 5 members:

- ❖ The most successful teams will be diverse professionally and academically diverse

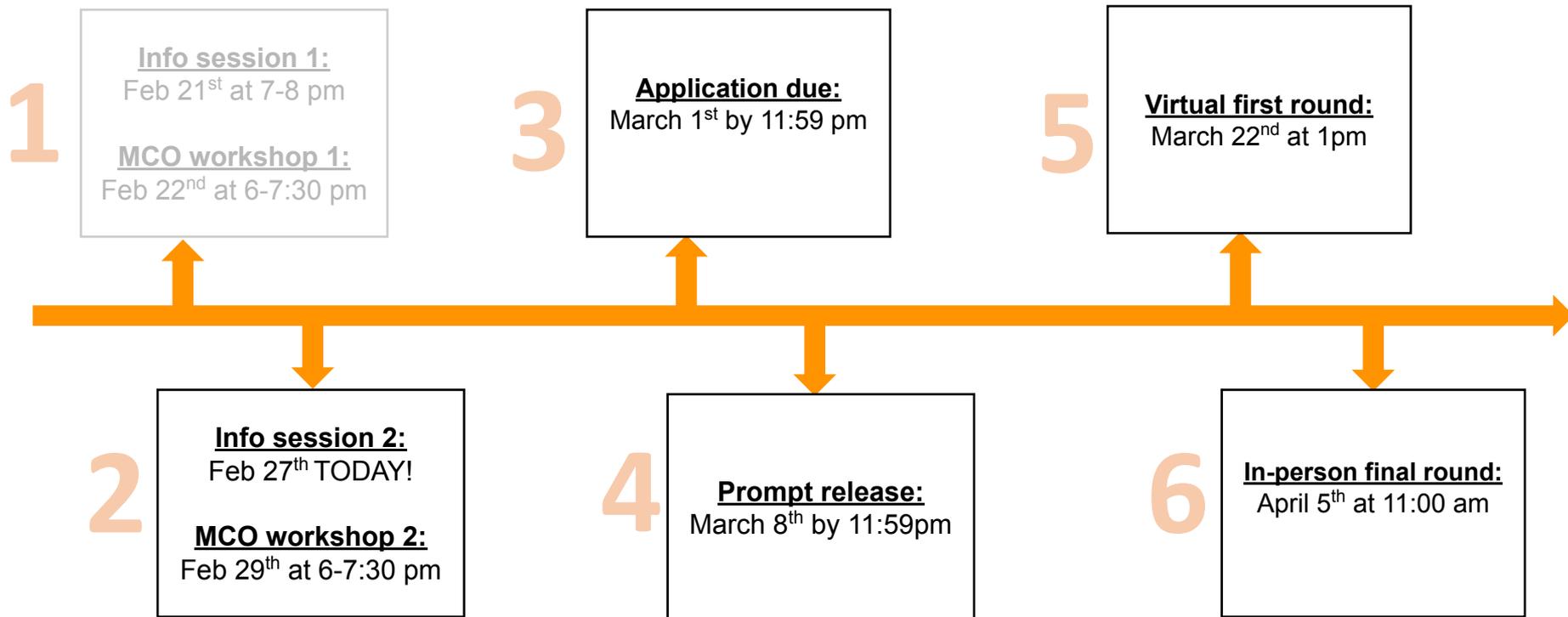


Each team will have 25 minutes to showcase their solution to a real-world business problem:

- ❖ *Polished* 15-minute presentation
- ❖ 10-minute Q&A + feedback from judges
- ❖ ≥ 3 presenters

Up to 2 weeks to work on slides for the First Round

- ❖ Judges will be professional consultants (or offerees)!



Virtual First Round: March 22nd via Zoom

Time	Event
1:00 PM - 2:30 PM	Session 1 Presentations (3 Teams in each “Group,” in parallel. Up to 5 Groups, for 15 teams total MAX)
2:45 PM - 4:15 PM	Session 2 Presentations (3 Teams in each “Group,” in parallel. Up to 5 Groups, for 15 teams total MAX)
4:30 PM - 5:00 PM	Last minute announcements

We will be sending out announcement emails as the date approaches

Tentative In person final round schedule:



Friday April 5th, 2024

Frist Campus Center Room 330, Frist Ln, Princeton, NJ 08544



Check-in Window

11:00 AM - 1:00 PM



Welcome

1:00 PM - 1:15 PM



Session 1 Presentation

1:15 PM - 1:45 PM Team 1

1:45 PM - 2:15 PM Team 2

2:15 PM - 2:45 PM Team 3



Company Presentation

2:45 PM - 3:15 PM



Session 2 Presentation

3:15 PM - 3:45 PM Team 4

3:45 PM - 4:15 PM Team 5

4:15 PM - 4:45 PM Team 6



Private Review/Discussion by Judges

4:45 PM - 5:30 PM



Announce Results and Closing Remarks

5:30 PM - 6:00 PM



Reception and Dinner

6:00 PM - 8:00 PM

You've probably heard of probiotics, and chances are you've even eaten some today! Bacteria such as *Lactobacillus* and *Bifidobacterium* have been used in yogurts, pickles, and probiotic pills for decades. Recently, a nascent and fast-growing industry is dedicated to creating the next generation of probiotics for treatments of diseases. Our client, ProMeta, seek to engineer living bacteria to treat metabolic disorder.

ProMeta is a small team of scientists with limited knowledge on commercialization of their products. ProMeta has currently secured funding to develop strains to target one type of metabolic disorder. Given ProMeta is a US-based company, **they would like to first focus their product on the US market. The client has hired your team to prepare a market entry strategy for their first product.**

As your team is developing the strategy, it might be helpful to consider several aspects listed below (next slide)

- **Which metabolic disorder should ProMeta target to maximize commercial and patient impact?**
- **Assuming ProMeta's probiotic treatment will receive FDA approval, what would be the target market?**
 - Who would you recommend using this probiotic treatment?
 - How would ProMeta reach the patients?
- **What's the competitive landscape like in the target market?**
 - What drugs/treatments are currently used?
 - How does this new probiotic treatment compare to current treatments?
 - How much are the potential cost-savings for patients and hospitals?
- **What are the projected revenue, profit, and growth in the next five years?**
 - How should the probiotic treatment be priced?
 - ProMeta estimates that it is most likely patients will be advised to take one pill/treatment per day, and it will cost as much as \$1 to make each pill in the beginning, but the price could go down to \$0.1/treatment once they establish large-scale manufacturing.
- **What's the go-to-market strategy?**
- **What are the potential risks and how would you mitigate them?**



- Tell a story and have a clear, structured approach.
- Provide relevant research/analysis and data to the case and your proposed solution(s) and recommendation(s).
- If necessary, conduct outside research for your analysis (e.g. surveys).
- Provide value, innovation, and feasibility, in terms of the recommendations you offer.
- Prepare a polished presentation – rehearse the presentation multiple times with your team.
- Prepare for Q&A from judges.



Scoring Criteria:

- Problem Identification
- Strategy Recommendation
- Logic and Analysis
- Presentation
- Q&A
- Teamwork

**Mark down the next important date:**

Application deadline: **March 1st by 11:59 pm**

First virtual round: March 22nd

Final in-person round: April 5th

**Find a team by:**

Join the networking breakout sessions after the Info Session to find your teammates

Team building sheet: [Team building sheet](#)

Linkedin: [Linkedin](#)

Instagram: [Instagram](#)

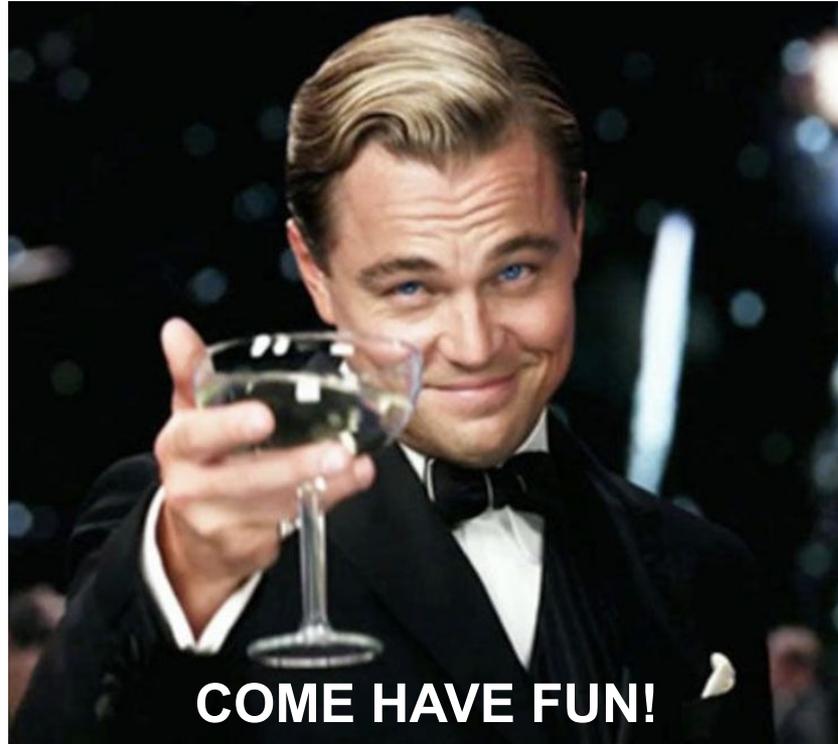
**Apply**

Apply as a team of 4-5 members via: [Team application](#)

Apply as a team, and pay the registration fee (\$10/person).

**Team Building
Google Sheet****Team Application**

Case competition is more than just a competition.....



Thanks for listening! Any questions?

Check out our website for more information:

<https://www.pypccasecompetition.org/>

Contact...

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...with any questions related to the Info Sessions!



Find a team by networking tonight

Introduce yourself:

- Name, school/institution, major, level of experience, etc.
- What prior experiences do you have that will be valuable for a consulting case competition?
- Are you available to form a team? What are you looking for?



Mixers : Three rounds of Breakout Rooms – 7 minutes each



Team Building Google Sheet

<http://tinyurl.com/pypc24tb>



Team Application

<http://tinyurl.com/pypc24ta>