



IIM LUCKNOW'S

MANFEST-VARCHASVA 2018

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST

16TH-18TH NOVEMBER



stratatel

A Case Study Challenge

Prize money
Rs. 50,000

Teams of
Two

Registration
deadline extended
2nd Nov, 2018

Register at Dare2Compete.com

Contact

Pranav: +91-9810974625

Akash: +91-9871293085

stratatel@iiml-manfestvarchasva.com



Airtel's Stratatel

With the dynamics of the corporate world changing faster than the rolling out of their balance sheets, businesses are constantly faced with challenges that require critical decision making skills. Are you a heads-on risk taker or would you rather ride the tide when the time's right? Do you crumble under pressure or emerge out leading the pack? Data, graphs, figures, charts – do you spend your time making sense of these?

If the answer to any of the above is in the affirmative, then you've landed at the right place. Manifest-Varchasva and Airtel present to you "Stratatel". Put your classroom concepts to test with this exciting case-study competition. Don that Kotler hat, bring out Porter's robe because boy will you need them! Do the customary 4P, PESTEL, Ansoff. Or not.

Crack the case, come up with a feasible solution and get in line to be the gen-next leader. See you on the other side.

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Participation Guidelines

- No limit on the number of events one can participate in
- No registration fee
- Participating teams must consist of two members
- Inter-year teams are allowed
- Teams are required to register at dare2compete.com
- A person can register as part of only one team for one event. Violation of this rule will lead to disqualification of the entire team
- The organizer's decision shall be final in all matters

Cash Prize – Rs. 50,000

EVALUATION CRITERIA FOR ROUND I:

The submissions will be evaluated on the following parameters:

- Exhaustive understanding of the case scenario and context
- Novelty, feasibility and practicality of ideas proposed
- Utilization of all the available channels & detailing of strategy proposed
- Structure of presentation & clarity of ideas conveyed

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Event details: The event will be held in 2 rounds

Event Rounds:

Round 1: Online Simulation Event (Nov 2, 2018)

Round 2: On-campus final round (Nov 16-18, 2018)

Round Details	Details	Deadline
Round 1 (Off-campus, Case study)	<ul style="list-style-type: none"> Students first need to register at dare2compete.com in teams of two Teams are required to qualify an online case study submission round Submission should be in form of PDF consisting of not more than 2 slides or 1 doc 	<p>Registrations open till: 23:00 hrs, Nov 2, 2018</p> <p>Online case study share: 2100 hrs Oct 16, 2018</p> <p>Online Submission: 23:59 hrs Nov 2, 2018</p> <p>Result Announcement: Nov 04, 2018</p>
Round 2 (On-campus, Case Solving Round)	<ul style="list-style-type: none"> Selected teams from Round 1 will be assigned a case study and will be required to submit an abstract on the understanding of the case with briefly stating their recommendations 	<p>Case Submission till: 16-18 Nov, 2018</p> <p>Result Announcement: On campus</p>

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Event Timeline

Round Details	Deadlines
Registrations open	2100 hrs, Oct 16, 2018
Registration close	2300 hrs, Nov 2, 2018
Round 1 Case release	2100 hrs, Oct 16, 2018
Round 1 Case submission	23:59 hrs, Nov 2, 2018
Round 1 result declaration (Top 8 teams)	Nov 04, 2018
Top 8 Finalists presentation	Nov 16-18, 2018

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