

IIM Lucknow's 17th-19th November
Manfest-Varchasva 2017
ANNUAL BUSINESS, CULTURAL AND SPORTS FEST

Stratstruck

Strategy Case Study Competition

Cash Prize **INR 30,000**

Team of 2

Registration Deadline
2100hrs 14th Nov 2017

For Registration Visit
www.iiml-manfestvarchasva.com

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"Strategy is about making choices, trade-offs; it's about deliberately choosing to be different" - Micheal Porter IIM Lucknow's Manfest-Varchasva in association with EY, proudly presents the strategy case study competition, Stratstruck. Spanning across two grueling rounds, the competition will help you stretch your limits as you are pitted against some of the brightest minds in the country to take home the coveted title and cash prizes worth INR 30,000. Put on your consultant hat, scratch your grey cells as you gear up to solve these challenging cases by the master strategists themselves.

Registrations open exclusively for IIM LUCKNOW students

CASH PRIZE: INR 30,000

Winner : 20,000 | Runner Up: 10,000

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PARTICIPATION AND REGISTRATION GUIDELINES

- Entries open to first and second year of IIM Lucknow students
- Participating teams must consist of 2 members
- Inter year teams are allowed
- Teams are required to register at <https://dare2compete.com/competitions/27364/ey-presents-stratstruck/indian-institute-of-management-iim-lucknow/manfest-varchasva-iim-lucknow>

EVALUATION CRITERIA FOR ROUOND-II

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
- Completeness / comprehensiveness of the solution



EVENT DETAILS

The event will be in 2 phases with a combination of simulation and case study rounds.

Round Details	Details	Deadline
Round 1 (Simulation Round)	<ul style="list-style-type: none"> IIM L students first need to register at dare2compete.com in teams of two Teams are required to qualify an online simulation round 	<p>Registrations open till: 2100 hrs, Nov 14, 2017</p> <p>Online Simulation Round: 2200 hrs, Nov 14, 2017</p> <p>Result Announcement: Nov 15, 2017</p>
Round 2 (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 a detailed presentation on the understanding of the case. If any team fails to make it to the campus for final round, the waitlisted teams will be called 	<p>Case presentation: 17-19 Nov, 2017</p>



EVENT TIMELINES

Round Details	Deadlines
Registration close	2100 Hrs, Nov 14, 2017
Round 1 (Simulation) Starts	2200 Hrs Nov 14, 2017
Round 1 result declaration	Nov 15, 2017
Case Release	Nov 15, 2017
Final presentation	Nov 17-19, 2017

For more details, send an email to stratstruck@iiml-manfestvarchasva.com or Contact:

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