

Investment Case Study Competition

“The Economist competition was the best preparation I could have had for my summer internship and starting my career out in consulting.”

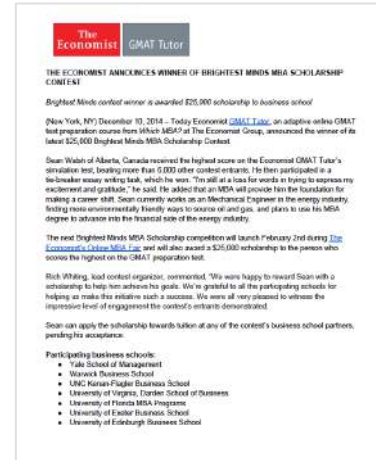
Meagan Braun,
Economist Case Study Competition winner and former Middlebury Institute of International Studies at Monterey student

We invite you to participate in The Economist’s Investment Case Study Competition. The Competition launches in Autumn of 2015 and will award \$21,000 in prize money to the winning teams plus \$17,000 worth of premium advertising for the universities.

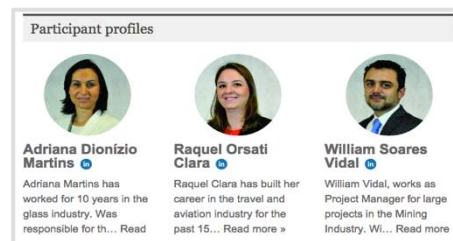
KEY BENEFITS



Featured in two ads in The Economist plus social media promotion (\$8,000 value)



Inclusion in an internationally distributed press release (\$2,500 value)



Team's webinar along with each participating student's profile will be featured on The Economist's education site for three months **(\$6,500 value)**



Case study competition team members will be awarded an official certification of participation on their profiles on LinkedIn. Winning team members' certifications will note award level.

Investment Case Study Competition

TIMELINE

Early October

Teams receive Sponsor's investment challenge question

Late October

Multimedia submissions are due

November 19th

All videos and written submissions are posted on The Economist's site

Through Feb 26th

Winners of challenge rounds will be announced on site

February 26th

Final winners will be announced

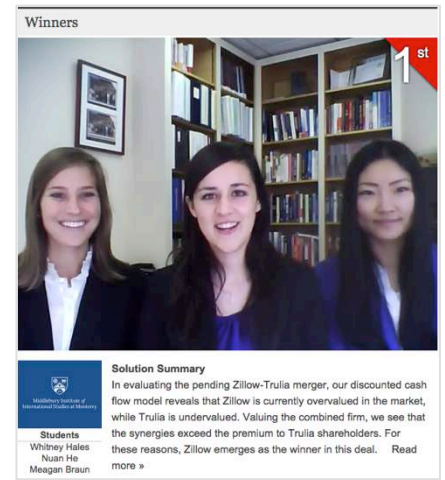
HOW IT WORKS

A team of three students representing your school will be presented with a real world challenge from the Sponsor, a company in the investment sector.

The team will have two weeks from the time it receives the challenge to create a multimedia (video, written and presentation) proposal to solve the business problem.

The materials will be presented on The Economist's education site.

There will be several rounds, and the challenge sponsor selects the five best teams for each round. The teams that have the three highest amounts of points at the end of the challenge will win first, second and third place. On The Economist's site, fans will vote for their favorite team. The team that receives the most votes will win a special prize.



THE PRIZES

All placing teams will be featured as winners on the Case Study site, will receive three subscriptions to The Economist, plaques and LinkedIn certifications noting the award level. In addition:

- First place team receives **\$10,000**
- Second place team receives **\$5,000**
- Third place team receives **\$3,000**
- People's Choice team receives **\$3,000**