

# ESSEC CASE COMPETITION FOR HIGH SCHOOL FUTURE LEADERS

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**ASIA 2023**  
2ND EDITION

EXPERIENCE A WORLD-CLASS BUSINESS SCHOOL AND COMPETE  
WITH SOME OF THE BEST STUDENTS IN THE REGION

**02 - 16 SEPTEMBER 2023**

BUSINESS. ENTREPRENEURSHIP. SUSTANABILITY. WORKSHOPS.  
COACHING SESSIONS. CASE COMPETITION



# WELCOME



**Reetika Gupta**  
DEPUTY DEAN  
ESSEC ASIA PACIFIC

We would like to invite you to the ESSEC Case Competition and solve a real-life challenge. A challenge that a company is facing and that, if solved, can have a significant, positive impact on the company, its customers, and the community.

Over two weeks, you will learn about business, entrepreneurship, and sustainability. To give you the tools to develop impactful solutions for the company, we will invite you to attend 7 workshops and benefit from 2 coaching sessions.

This year's edition will bring together students from some of the best high schools in Asia, industry experts, successful entrepreneurs, and international mentors and coaches. It will allow you to expand your perspective and network with a broad range of individuals.

You will find in this brochure key information on the ESSEC Case Competition and details on how to register. Should some of your questions remain unanswered, please contact: [ladouce@essec.edu](mailto:ladouce@essec.edu).

We hope you are ready for an exciting and challenging two-week competition with ESSEC!

World class business school  
Leading case competition tailor made for South Asia Pacific  
Sustainability  
Workshop  
Globally recognised  
World class business school  
Globally recognised  
World class business school  
Entrepreneurship  
World class business school  
Globally recognised  
World class business school



# HOW YOU WILL BENEFIT

## Experience a world-class business school

- ▶ Attend workshops typically available only to business school students; begin to develop essential business knowledge; and sharpen your problem-solving, critical thinking and communication skills.
- ▶ Be coached by and receive feedback from international coaches and industry leaders.



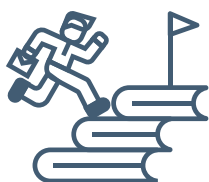
## Gain direct exposure to a real-life business challenge

- ▶ By solving a business case, put yourselves in the shoes of company executives and learn how to address key issues their businesses currently face.



## Enhance your resume in record time

- ▶ Work on a real business problem, challenge yourself, and demonstrate your skills and creativity in under 2 weeks, developing in the process valuable experience for your future university studies.



## Sharpen your entrepreneurial focus and your knowledge of sustainability issues

- ▶ In alignment with ESSEC's core pillars, this case competition will include entrepreneurship, innovation, and sustainability components. Pioneering innovative solutions that are sustainable is one of the key responsibilities of tomorrow's business leaders.



# HOW IT WORKS

## What is a case competition?

The ESSEC Case Competition provides a unique opportunity for high school students to get an introduction to the business school's teaching methods.

You and your team will be provided with a real-life business problem faced by a company. To ensure the quality of the competition, the case is created by seasoned professionals working with company executives. You and your team will play the role of management consultants to identify the core issues and create a solution.

Your team will have a specific amount of time to develop a strategy to address the key issues and present your solution to a panel of jury members. Similar to a real world consulting scenario, your team will have to create a pitch book for this presentation.

## Format:

The case competition will be a hybrid event, with the workshops being delivered online and the teams presenting in person at the ESSEC Asia-Pacific campus or online, depending on their location.

The competition will run over 2 weeks. The workshops and talks by faculty members and industry leaders will run over two consecutive weekends (2nd and 3rd of September and 9th and 10th of September).

The presentations will take place on the 16th of September. The teams with the best solutions will win the competition and be offered prizes.

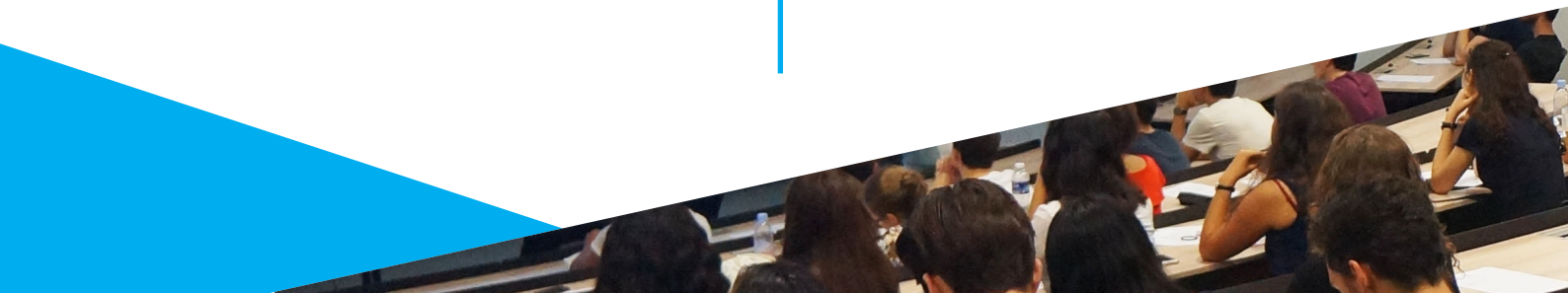
## Who is it for?

Are you a high school student aged between 14-18 in grade 10 or above? Interested in business? The ESSEC Case Competition is for you! It is a chance to gain an introduction to real-life business case solving skills, broaden your network, and significantly enhance your CV.

## Eligibility:

- ▶ Team members can be from the same or different schools.
- ▶ Teams can consist of 3-6 students.
- ▶ Team members must be in grade 10 and above.

Beside these criteria, you do not need any specific knowledge or skills to participate. All that is required is a high degree of enthusiasm, an interest in sharpening one's problem-solving and communication skills, and a desire to learn about business, entrepreneurship, and sustainability.



# TIMELINE

## Step 1

July 3rd  
August 12th  
August 19th

## Register

Registrations open  
Live Q&A Webinar  
Send us a video!  
Registrations close

## Step 2

August 26th

## Prepare

Company & case reveal  
Networking event for students

## Step 3

September 2nd  
  
September 3rd  
  
Week of 4th September  
  
September 9th  
  
September 10th  
  
Week of 11th September

## Learn

2 Workshops  
  
2 Workshops  
  
Coaching session  
  
2 Workshops  
  
1 Workshop  
  
Coaching session

## Step 4

September 16th

## Present

Presentations &  
Award ceremony



# WORKSHOPS

Not sure how to solve a business case? We have you covered. To give you the tools to develop the best solutions for your client, we will invite you to attend **7 workshops**. Each of them will help you and your team better understand one aspect of the case.

In addition, to answer specific questions that your team may have regarding its solution and presentation, each team will also benefit from **2 x 30-minute coaching sessions** with seasoned business and public speaking coaches.

You will have the tools you need to solve the case!

Problem Solving	Business Model & Value Proposition Canvas	Entrepreneurship
<p>First, we will help you understand how to approach the case study. This workshop will present a framework that you can use to solve business problems and design solutions. It will present:</p> <ol style="list-style-type: none"><li>1 the key principles to effectively problem solve,</li><li>2 a systematic, 5-step process that can be applied to structure and solve any kind of business issues.</li></ol>	<p>It will be important for you to understand how a business creates value while delivering products or services to customers. This workshop will present:</p> <ol style="list-style-type: none"><li>1 the Business Model Canvas (BMC), a diagram that shows all the elements of a business and how these elements are connected to each other,</li><li>2 the Value Proposition Canvas, a tool used to discuss how a business creates value while meeting customers' needs and/or solving at least one of their problems.</li></ol>	<p>We will help you develop your entrepreneurial mindset by understanding its principles and putting them into action. During this workshop, you will be performing a variety of learning activities enabling you to:</p> <ol style="list-style-type: none"><li>1 identify a valuable problem worth solving</li><li>2 prototype and experiment solutions towards product market fit</li></ol>



Mongi Buckens



Marie-Laure Caille



Julien Salanave

## OTHER WORKSHOPS

1 workshop on **Marketing in the Digital Era**

1 workshop on **Public Speaking and Personal Impact**



# KEY QUESTIONS

## How do I register?

- ▶ Only one person per team needs to register.
- ▶ Registration is open from July 3rd to August 6th at: <https://forms.gle/sc85n95re3kmYtZH9>
- ▶ Each team is to submit a 3-minute video on one of these topics:
  1. Team introduction OR 2. Career aspiration OR 3. Learning objectives from the case competition OR 4. One key academic/non-academic achievement (could be as a team or as an individual).
- ▶ Registration will be on a first-come, first-served basis.
- ▶ The ESSEC Case Competition is free-of-charge.
- ▶ If you have any questions, send an email to [ladouce@essec.edu](mailto:ladouce@essec.edu).

## How do I form a team?

- ▶ Teams consist of up to 6 students consist of 3-6 students from the same or different school
- ▶ Team members must be at least 14 years old (ie in grade 10 and above) and currently enrolled in a secondary education institution to participate in the case competition

## Do I need to be in Singapore?

- ▶ We are offering a hybrid experience. What does that mean? Location is not a constraint as long as team members are currently enrolled in a school based in Asia. All workshops will be conducted online. Team presentations will be either in person on the ESSEC Asia Pacific campus in Singapore or online, depending on the team members' location.



## PRIZES

**1st place: Amazon voucher worth SGD 2,000**

**2nd place: Amazon voucher worth SGD 1,000**

**3rd place: Amazon voucher worth SGD 500**

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# WHAT IS ESSEC

## ESSEC BUSINESS SCHOOL

A pioneer of business-related learning since 1907, ESSEC is the #8 best business school in Europe (Financial Times 2021) and is in the top 6% in the world for Business & Management Studies (QS World University Rankings by Subject 2021). ESSEC also holds the prestigious Triple Crown accreditation, which is awarded to less than 1% of all business schools in the world by the 3 largest and most influential business school accreditation organizations - EQUIS, AMBA and AACSB. Students can choose to study in 3 continents via our global campuses in Singapore, France and Morocco.

## ESSEC ASIA-PACIFIC

At the invitation of Singapore's Economic Development Board as part of its Global Schoolhouse initiative, ESSEC Asia-Pacific was established in Singapore in 2005. In 2015, ESSEC moved into its new 6,500 m2 campus at one-north. We welcome around 1,000 students on campus every year.

## STAND OUT WITH THE ESSEC GLOBAL BBA PROGRAM

Launched in 1975, ESSEC Global BBA (GBBA) nurtures global business leaders who are well supported by our prestigious academic, corporate and alumni networks. GBBA students obtain significant professional experience and international exposure through our intermobility campus (Singapore/France/Morocco) and exchange/double degree programs.



#1 BBA IN FRANCE,  
#8 BUSINESS SCHOOL  
IN EUROPE & TOP  
6% IN THE WORLD  
FOR BUSINESS &  
MANAGEMENT STUDIES



10-16 MONTHS  
OF GLOBAL  
INTERNSHIP



175+ PRESTIGIOUS  
EXCHANGE/  
DOUBLE DEGREE  
OPTIONS



CUSTOMIZED  
GLOBAL  
CURRICULUM



BE PROFICIENT  
IN AT LEAST  
3 LANGUAGES

## CAREER OUTCOMES

Our alumni are well sought-after by leading employers such as J.P Morgan, Accenture, McKinsey, Microsoft, Chanel, Dior, Ubisoft. We are in the top 5% in the world for our reputation with employers (QS World University Rankings by Subject 2022: Business & Management Studies).

# WHERE

ESSEC Asia-Pacific Campus

Address: 5 Nepal Park, Singapore 139408

Learn more about the ESSEC Global BBA:

[www.essec.edu/en/essec-asia-pacific-en/](http://www.essec.edu/en/essec-asia-pacific-en/)