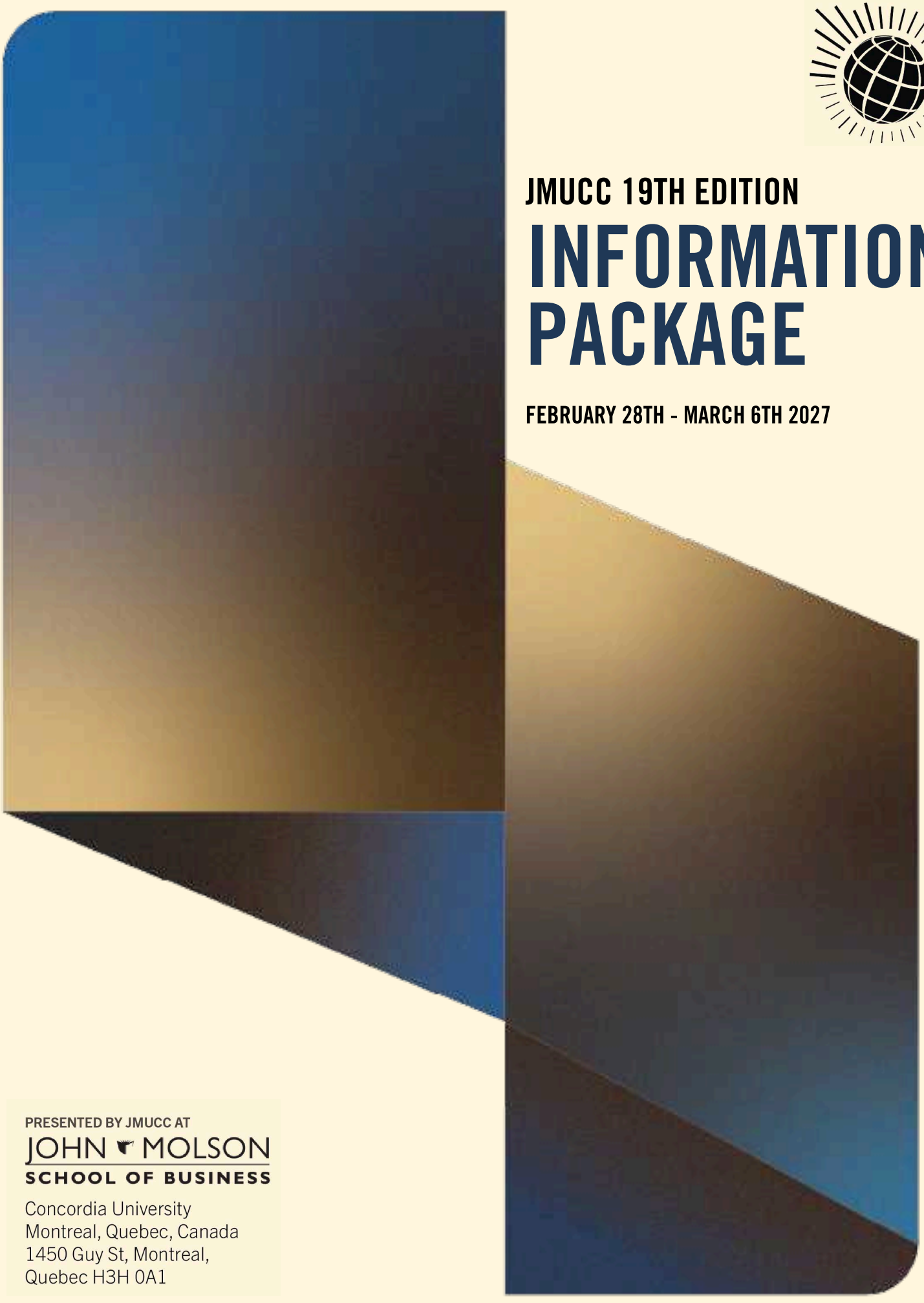


JMUCC 19TH EDITION

INFORMATION PACKAGE

FEBRUARY 28TH - MARCH 6TH 2027

PRESENTED BY JMUCC AT

JOHN MOLSON
SCHOOL OF BUSINESS

Concordia University
Montreal, Quebec, Canada
1450 Guy St, Montreal,
Quebec H3H 0A1

TABLE OF CONTENTS

03 MESSAGES

05 JMUCC OVERALL FORMAT

06 JMUCC WEEK OVERVIEW

07 COMPETITION FORMAT

08 STAGES OF COMPETITION

12 HOTEL ACCOMMODATIONS

13 SELECTION PROCESS

14 REGISTRATION PROCESS

15 IMPORTANT DATES

16 PREVIOUS PARTICIPANTS

17 PREVIOUS IMPRESSIONS

18 CONTACT



SENATOR'S MESSAGE

> *Welcome to Montréal. Welcome to Concordia. Welcome to a week that will test you.*

THE HONOURABLE TONY LOFFREDA
INDEPENDENT SENATOR

Welcome to Montréal! Welcome to Concordia University (my alma mater)! And welcome to what promises to be another exciting, yet challenging, week where your skills and knowledge will be put to the test!

I am pleased to extend my most sincere greetings to all students who are participating in the 19th edition of the John Molson Undergraduate Case Competition. I have been involved with the JMUCC since its inception in 2008 and I have participated in every edition since. Its reputation is now well-established, and it has become the preeminent undergraduate case competition worldwide.

While I am proud of its expansion, I am especially proud of the impact it has had on the lives of the more than 1,600 delegates, from all corners of the world, who have attended this prestigious event over the years. I know first-hand how impactful and memorable this week-long event has been for so many attendees.

Beyond the networking opportunities, the social events, and the friendships, the JMUCC will give participating students the chance to acquire some of the tools and experiences needed to foster strategic thinking, innovative problem-solving, and sound decision-making as they prepare to venture into the business world and become leaders in their own right.

A WORD OF WELCOME



DEAN'S MESSAGE

An innovative, engaging, exciting program, once again.

ANNE-MARIE CROTEAU, PhD,
DEAN, JOHN MOLSON SCHOOL OF BUSINESS

I am excited to announce that the 19th edition of the John Molson Undergraduate
Case Competition (JMUCC), hosted by Concordia University's John Molson School of Business, will take place from February 28th to March 6th, 2027.

With its proud case competition history, the organizers are, once again,
ready to design an innovative, engaging, and exciting competition program.
Two years ago, JMUCC hosted its first virtual case competition, which was a resounding success. This event provided invaluable learning for the organizers who continue to build upon their predecessors' experience in planning and
hosting immersive, challenging, and safe case competitions. I can assure you that this competition will provide you with an extraordinary experience.

JMUCC helps students develop important business competencies, think critically and creatively and offer them the opportunity to connect with one another, as well as with industry professionals.

The international character of the competition is very much in line with the John Molson School of Business' strategic plan, which empowers us to achieve our greatest potential for the betterment of business and society.

I encourage you to seize the opportunity to take part in this outstanding event and look forward to welcoming you to the John Molson School of Business soon.

OVERALL FORMAT



THE JMUCC EXPERIENCE

The John Molson Undergraduate Case Competition is an annual, multi-round case competition organized by a committee of students from the John Molson School of Business at Concordia University. Set in the heart of downtown Montreal, this exciting, week-long event brings together 24 undergraduate case competition teams from around the globe to showcase the talent and skills of their students for the last 18 years. For our 19th edition, we are extremely pleased to continue to an in-person format and deliver an unforgettable experience event for all participants.

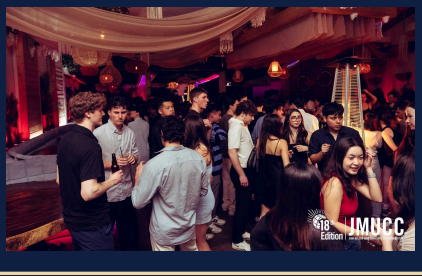
ACADEMIC

JMUCC offers participants unique, challenging, and dynamic cases paired with world-class networking opportunities and one-of-a-kind social events inspired by the city of Montreal. It is a once-in-a-lifetime case competition that allows undergraduate students from around the world to test their creative, analytical, and critical thinking skills using real-world business scenarios. Throughout the week, teams must go beyond skills and theory learned in the classroom and put their business acumen to the test by solving live and actual business cases. Their analysis will then be presented to a panel of revered industry professionals, who will carefully evaluate each presentation and determine one winning team.



SOCIAL

The city of Montreal plays a pivotal role in each year's edition of the competition. Outside of providing students with a world class case competition, one of the committee's main objectives is to give every student from our participating universities the opportunity to discover one of the world's most vibrant cities, Montreal, Quebec. When participants are not cracking cases, they can soak up all the action the city has to offer through networking cocktails, social events, and dinners. Each evening of the competition, JMUCC will allow students to explore a new area of the city. A curated guide will be distributed at the beginning of the match to offer an in-depth look at what to expect in this once-in-a-lifetime competition.



WEEK OVERVIEW

FEBRUARY 28 TO MARCH 6, 2027

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CHECK IN & MEET AND GREET	CASE #1 PREPARATION	CASE #2 PREPARATION	CASE #3 PREPARATION			24-HOUR CASE PRESENTATION
OPENING COCKTAIL	ROUND-ROBIN PRESENTATION	ROUND-ROBIN PRESENTATION	ROUND-ROBIN PRESENTATION	DISCOVER MONTREAL	24-HOUR CASE PREPARATION	FINAL ROUND PRESENTATIONS
OPENING CEREMONY	SOCIAL ACTIVITY	SOCIAL ACTIVITY	SOCIAL ACTIVITY			CLOSING CEREMONY
			AFTER PARTY			JMUCC AFTER-PARTY



COMPETITION FORMAT

JMUCC consists of three distinct stages: the 3-day Round-Robin Tournament, the 24-Hour Case, and the Final Presentations.

01
ROUND ROBIN
3 cases • 3 days

Three days of head to head 3 hour cases.

02
24 HOUR CASE
1 case • 24 hours

24 hours to prepare for the fourth live case.

03
FINALS
6 Divisions • 1 Winner

Divisions go head to head.

Participating teams will have the opportunity to solve a total of 4 business cases; three 3-Hour cases and one 24-Hour case. Each case will tackle different topics and industries, offering unique challenges to the delegates. The 24 teams are randomly divided into six (6) divisions of four (4) universities. Teams will accumulate points during each round, and the university with the highest cumulative score in their respective division after all four cases will advance to the finals. The points system is further explained in the rulebook. JMUCC cases are among the most challenging and grounded in the real issues partnering organizations face.

A UNIQUE EXPERIENCE

JMUCC is more than just a competition; it is an interactive, self-driven international business event. Students, alumni, faculty across the world, and the local community alike come to watch the presentations and participate. The international community can participate online via JMUCC TV using our live streaming, multimedia content, and interactive technologies. Each day of the competition is intertwined with networking opportunities, making JMUCC a unique event for both participants and attendees.

STAGES OF COMPETITION

01

ROUND ROBIN

3 cases • 3 days

Three days of head to head 3 hour cases.

The Round-Robin lasts three days where teams (4) within a division face-off, head-to-head, each day in a 3-hour live case. A different case is given each day, ensuring each team competes against all three other teams in its division. Judges allocate points based on solution quality, with each group receiving the number of points earned in that case. The points from the 3 cases are added for a cumulative score by the Round Robin Tournament's end.



STAGES OF COMPETITION

02

24 HOUR CASE

1 case • 24 hours

24 hours to prepare for the fourth live case.

Teams get 24 hours to prepare a highly detailed solution for the fourth live case. Little information is provided on the case itself, requiring students to use their research skills and available tools (i.e., internet and textbooks) to understand the situation and propose solutions. After the deadline, teams present their solutions to a panel of business executives, who rank them within each division based on solution quality. The challenging 24-hour case offers a dynamic, enjoyable, and thrilling experience for delegates. Each team receives points based on their divisional ranking, added to the cumulative score from the Round-Robin Tournament. Teams with the highest cumulative score in their division will advance to the finals.



STAGES OF COMPETITION

03
FINALS

6 Divisions • 1 Winner

Divisions go head to head.

The final stage of JMUCC pits the best teams from each division against one another. The respective winners of each division (i.e., the teams with the highest cumulative score of the week) will move on to the final round. Immediately following the 24-Hours Case, teams will present their 24-hour case solution a second time to a new, extensive panel of prominent business executives who will ultimately decide their final rankings. Each team will start with a clean state whereby "the winner takes all," regardless of the points accumulated in the previous round. The first, second, and third place winners and the recognition awards for outstanding performances will be announced later that evening at the Closing Ceremony.



STAGES OF COMPETITION

ROUND-ROBIN

Rank	Points	Round 1	Round 2	Round 3
1st	X_{pts}			
2nd	X_{pts}			
3rd	X_{pts}			
4th	X_{pts}			

Allocating exactly 15 points between the two competing schools, ensuring that no school receives more than 12 points or fewer than 3 points.

+

24-HOUR CASE

Rank	Points*	Round 4
1st	**36**$_{pts}$	
2nd	**33**$_{pts}$	
3rd	**30**$_{pts}$	
4th	**27**$_{pts}$	

*Points distribution has been updated

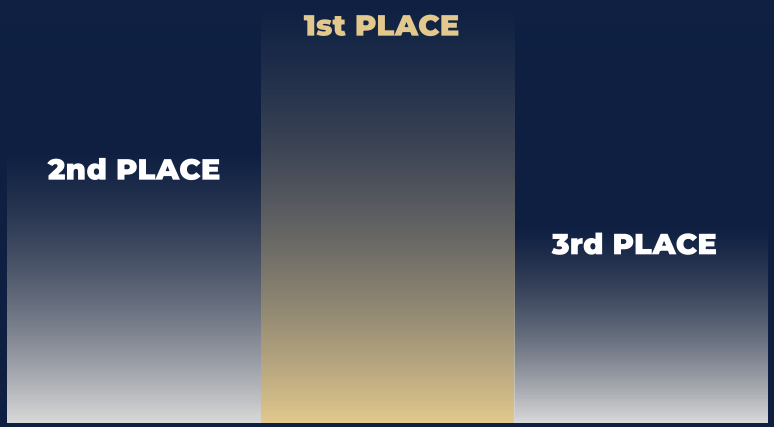
=

FINAL ROUND

Division winners move on to the finals

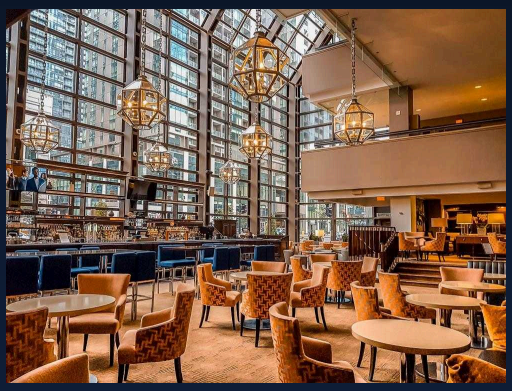
DIVISION 1	DIVISION 2	DIVISION 3	DIVISION 4	DIVISION 5	DIVISION 6
1st	1st	1st	1st	1st	1st
2nd	2nd	2nd	2nd	2nd	2nd
3rd	3rd	3rd	3rd	3rd	3rd
4th	4th	4th	4th	4th	4th

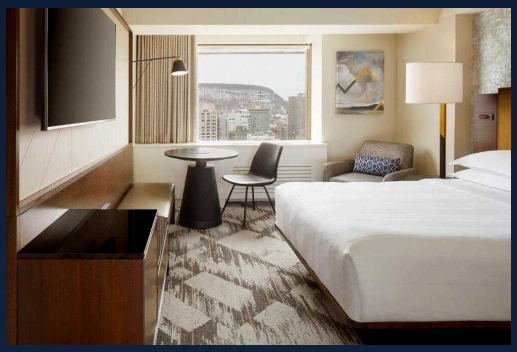
With a new panel of judges and a reset in points, you will be evaluated solely on your 24-hour presentation.



JMUCC
JOHN MOLSON UNDERGRADUATE CASE COMPETITION

HOTEL ACCOMMODATIONS





Located in the heart of **downtown Montréal**, Le Centre Sheraton Montreal Hotel comes from the best offerings in the city. All 825 comfortable and attractively appointed guest rooms and suites feature contemporary comforts, modern decor, and beautiful city views. During your stay, you will get a feel for Quebec's rich history and the city's joie de vivre. The hotel's location places you near the best shopping, dining, and entertainment along St. Catherine's Street and a short walk from the cobblestone streets of Old Montreal.

Le Centre Sheraton offers very high quality service and accommodations. You will have access to a complete fitness centre and a heated indoor pool to relax after your hard work. The hotel also offers Internet access on every floor to keep you connected and delicious foods and drinks meticulously prepared by the hotel's team of culinary professionals.

$209

PER NIGHT • SINGLE OR DOUBLE OCCUPANCY

7 Nights · Feb 28 - Mar 6

Please note that hotel accommodations will not be included in the registration fee. You will need to reserve a stay at the hotel for a minimum of 7 nights, February 28 to March 6th. We have reserved special rates for all those participating, we then will send a link after confirming your attendance to the competition. **Please note if you wish to make the payment of the hotel prior to your arrival, you will need to notify the VP External and VP Logistics who will redirect you to the accounting department of the Sheraton Hotel.**

Please be advised that all hotel accommodations at the Hotel "Le Centre Sheraton" must be **finalized before FRIDAY, FEBRUARY 5 2027.** It is mandatory to register at Le Centre Sheraton in order to participate in JMUCC. The form to have access to the training facility and the pool will be sent a week prior to the arrival of all the participants.

NOTE

1. In the event that a pandemic restricts any in-person or international travel, the Hotel will refund your reservation as per our contractual agreement.

2. Contact information can be found at the last page

JMUCC
JOHN MOLSON UNDERGRADUATE CASE COMPETITION

SELECTION PROCESS

This fall, we will be selecting **24 top-ranked Canadian and international universities** to compete in this unique case competition. Universities are invited to apply for the opportunity to compete at JMUCC, and our organizing committee will select participating schools based on specific criteria, including presence and success in national and international case competitions, case-based curriculum, and the reputation of the business school. Schools competing at JMUCC must also embody our three pillars: **excellence, diversity, and character.**

EXCELLENCE

Raise The Bar



Excellence is the fuel behind JMUCC. From our Board of Directors to our delegates, everyone here is motivated to compete, to grow, and to put in the work that a top-tier case competition demands. **We look for schools whose teams bring that same hunger to win and to learn, showing up ready to compete at the highest level.**

DIVERSITY

Bring The World



We are looking for schools that embody global perspectives and open-mindedness. JMUCC is an incredible opportunity that allows participants to network and meet with business leaders from different industries and students from around the world. **We look for delegates to bring new ways of thinking, and different approaches to problems.**

CHARACTER

Your Edge



The best teams aren't just prepared, they're flexible. JMUCC's cases move fast and can change direction without warning. We look for delegates who can think on their feet, adjust their approach mid-stride, and stay composed when the unexpected hits. **The best delegations don't just compete, they show up for the whole experience.**

APPLICATION PROCESS

To nominate your team for JMUCC, we kindly ask that you complete the registration form below the package. The application deadline is **Friday, September 4th**, and universities will be notified of their application status by Monday, September 14th. Selected universities will form a team of FOUR undergraduate students and **ONE** faculty advisor that will attend JMUCC.

Team members should know numerous business disciplines, including economics, finance, management, marketing, strategy, and international business issues.

Within you application from, is your chance to show us in-depth how your school incorporates these values, as we take this into strong consideration in our selection process.

CLICK HERE TO APPLY!

APPLICATION DEADLINE: FRIDAY, SEPTEMBER 4TH, 2026

REGISTRATION PROCESS

Once your school is selected to come to JMUCC 2027, you will receive a form to register your team and academic advisor. Before registering your delegation, we will update you with the most recent Canadian travel regulations.

If your school's delegates require a visa to enter Canada, please apply well in advance to ensure smooth travel arrangements for the JMUCC event. Don't forget to plan ahead for visa processing times. We are excited to welcome you to JMUCC!

01 NAMES OF PARTICIPANTS

Once the Organizing Committee has officially accepted your university, we will contact you to obtain the names of the participants. Faculty advisors must submit all participants' names by Monday, December 7th, 2026.

02 REGISTRATION FEE

The registration fee to attend the event is CAD $3,000 for a team of FOUR students and ONE faculty advisor. This fee will include your registration and the cost of planned activities and meals unless otherwise notified. This does not include the cost of the hotel accommodation.

03 METHOD OF PAYMENT

Once your university has been selected, the Organizing Committee will send you a document with payment instructions. To reserve your spot, you must make the first payment of CAD $1,000 by Monday, November 16th, 2026.

**THE REMAINING REGISTRATION FEE BALANCE, CAD $2,000,
WILL BE DUE BY FRIDAY, JANUARY 15TH, 2027!**

$3,000
TOTAL REGISTRATION FEE

→

$1,000
DEPOSIT FEE
Due Nov 16, 2026

+

$2,000
REMANING BALANCE
Due Jan 15, 2027

IMPORTANT DATES

WEEK OF JMUCC

FEBRUARY 28TH, 2026

Monday, Aug 17th, 2026
LAUNCH OF SCHOOL APPLICATIONS

Friday, Sept 4th, 2026
APPLICATION DEADLINE

Monday, Sept 14th, 2026
NOTIFICATION OF UNIVERSITIES

Monday, Nov 16th, 2026
FIRST PAYMENT/ DEPOSIT

Monday, Dec 7th, 2026
DELEGATE CONFIRMATION

Monday, Dec 14th, 2026
DELEGATE/FA INFORMATION FORM

Friday, Dec 18th, 2026
HOTEL REGISTRATION DEADLINE

Friday, Jan 15th, 2027
REMAINING BALANCE DUE

PREVIOUS PARTICIPANTS

06 CONTINENTS

26 COUNTRIES

78 UNIVERSITIES

AMERICA

CANADA

- UNIVERSITY OF BRITISH COLUMBIA
- UNIVERSITY OF TORONTO
- QUEEN'S UNIVERSITY
- HEC MONTREAL
- CONCORDIA UNIVERSITY
- VANCOUVER ISLAND UNIVERSITY
- UNIVERSITY OF OTTAWA
- CARLETON UNIVERSITY
- UNIVERSITY OF WESTERN ONTARIO
- UNIVERSITY OF GUELPH
- UNIVERSITY OF TORONTO SCARBOROUGH
- MEMORIAL UNIVERSITY
- BISHOP'S UNIVERSITY
- SAINT MARY'S UNIVERSITY
- UNIVERSITY OF WESTERN ONTARIO
- WILFRID LAURIER UNIVERSITY
- UNIVERSITY OF ALBERTA
- NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
- YORK UNIVERSITY
- SIMON FRASER UNIVERSITY
- ROYAL ROADS UNIVERSITY
- UNIVERSITY OF WATERLOO
- UNIVERSITY OF MANITOBA
- HURON UNIVERSITY

UNITED STATES

- UNIVERSITY OF TENNESSEE
- UNIVERSITY OF SOUTHERN CALIFORNIA
- UNIVERSITY OF CALIFORNIA, BERKELEY
- UNIVERSITY OF FLORIDA
- UNIVERSITY OF PENNSYLVANIA
- UNIVERSITY OF SOUTH CALIFORNIA
- UNIVERSITY OF WASHINGTON
- UNIVERSITY OF VERMONT
- ELON UNIVERSITY
- AUBURN UNIVERSITY
- UNIVERSITY OF ALABAMA
- UNIVERSITY OF SOUTH CAROLINA
- JAMES MADISON UNIVERSITY
- UNIVERSITY OF VERMONT

BRAZIL

- UNIVERSITY OF SÃO PAULO

GUATEMALA

- UNIVERSITY OF THE ISTHMUS

MEXICO

- UNIVERSIDAD PANAMERICANA

EUROPE

ENGLAND

- UNIVERSITY OF WARWICK

SERBIA

- UNIVERSITY OF BELGRADE

ROMANIA

- BABEȘ-BOLYAI UNIVERSITY

GERMANY

- UNIVERSITY OF MÜNSTER
- TECHNICAL UNIVERSITY OF MUNICH

DENMARK

- AARHUS UNIVERSITY

SWITZERLAND

- UNIVERSITY OF ST-GALLEN

IRELAND

- TECHNOLOGICAL UNIVERSITY DUBLIN
- TRINITY COLLEGE DUBLIN
- UNIVERSITY COLLEGE CORK

SWEDEN

- LUND UNIVERSITY

NETHERLANDS

- MAASTRICHT UNIVERSITY
- ERASMUS UNIVERSITY ROTTERDAM
- UNIVERSITY OF AMSTERDAM

SPAIN

- UNIVERSITY OF NAVARRA

ASIA

LEBANON

- AMERICAN UNIVERSITY OF BEIRUT

SINGAPORE

- NANYANG TECHNOLOGICAL UNIVERSITY
- NATIONAL UNIVERSITY OF SINGAPORE

HONG KONG

- UNIVERSITY OF HONG KONG
- CITY UNIVERSITY OF HONG KONG

THAILAND

- CHULALONGKORN UNIVERSITY
- THAMMASAT UNIVERSITY

SOUTH KOREA

- UNIVERSITY OF KOREA

AFRICA

EGYPT

- AMERICAN UNIVERSITY IN CAIRO

OCEANIA

AUSTRALIA

- UNIVERSITY OF NEW SOUTH WALES
- UNIVERSITY OF MELBOURNE
- UNIVERSITY OF TECHNOLOGY SYDNEY

Listed above are only a few of the participating schools in previous iterations of JMUCC

PREVIOUS IMPRESSIONS

"JMUCC has truly been a highlight of my year. Being my first case competition, I was very nervous going into it, but I was met with so many incredible people whether it be our TA, the organizing committee, or other competitors. JMUCC has a reputation of being both very fun and very challenging, and it absolutely lived up to both. Each case was uniquely challenging and forced us to think outside the box. The feedback from judges was valuable to our team every day and it felt like our team improved after each case. It was a fast-paced, nonstop learning experience for all of us.

Beyond the cases, we were able to explore Montreal and learn all about the city with our incredible TA. It was a beautiful city, the food was great, and everyone we met was very friendly. The competition was organized in a way that we had plenty of time to form friendships with other competitors and students involved with the competition, which we really appreciated as well.

Overall, JMUCC was a great experience for my team and I. We still talk about all of the memories from that week and I think we're all jealous of the competitors who are participating next year. The week flies by, so don't forget to take it all in and good luck to all future competitors!"



SARAH PAGELS
Winner of Best Speaker 2025

"University College Cork (UCC) has been sending a team to JMUCC since 2012. It was the first ever case competition we entered, and it continues to be one of our favourite events to take part in.

Coaching the UCC team at JMUCC in Montreal is an incredibly rewarding experience. This competition stands out for its rigor, intensity, and the high calibre of international participants. Over the course of the week, I witnessed our students push themselves to think critically, collaborate effectively under pressure, and deliver professional, strategic recommendations to real-world business challenges.

What impressed me most was their ability to grow with every round, adapting to feedback from the judges, refining their analyses and maintaining their composure even under tight deadlines. JMUCC doesn't just test business acumen, it cultivates resilience, creativity, and professionalism. I am proud to have supported such a dedicated and talented group of future leaders, and I am confident that the lessons they have learned at JMUCC will stay with them throughout their careers.

I would strongly recommend JMUCC to any academic institution looking to challenge and inspire their best students on a truly global stage."



EDWARD SHINNICK
FA of the Year 2025

CONTACT INFORMATION



TARA AZODI

VP EXTERNAL

(514) 944 8584

T.AZODI@JMUCC.CA



RACHEL NAIDOO

VP ACADEMIC AFFAIRS

(438) 887 5553

R.NAIDOO@JMUCC.CA



MERIEM TAMENAOUL

VP LOGISTICS

(438) 831-6355

M.TAMENAOUL@JMUCC.CA

VISIT US ONLINE

www.jmucc.ca

facebook.com/JMUCCofficial

instagram.com/JMUCCofficial

linkedin.com/company/jmuccofficial

MAILING ADDRESS

John Molson Undergraduate Case Competition (JMUCC)
1455 de Maisonneuve Blvd. West,
MB 4.433
Montreal, QC, H3G 1M8